



ATX01 0021621A

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ATX01 0021621

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

LES HIGBIE AND THE NEWS

produced for

THE AMERICAN TOBACCO COMPANY

PRODUCT: LUCKY STRIKE CIGARETTES

Monday, July 2, 1951

MUTUAL 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, JULY 2, 1951

OPENING BILLBOARD

LAING: It's time for Les Higbie and the News
 presented by Lucky Strike ... the cigarette
 that's famous for fine tobacco. And now,
 from the Mutual News Room in New York ...
 Les Higbie...

ATX01 0021623

LES HIGBIE

JULY 2, 1951

(COPIED BY MBS NEWS DIVISION)

The FBI's "full facilities" have been thrown into the search for four members of the U.S. communist politburo. . . who failed to show up in federal court this morning. . . as ordered. The other 7. . . were packed off to jail promptly...to begin serving 3 to 5 year prison terms... after conviction of conspiring to teach overthrow of the government by force. For the four missing: federal judge Sylvester Ryan has issued bench warrants. If they're not in custody by ten-thirty tomorrow morning...Judge Ryan says...their bail of ten thousand dollars each... will be forfeited.

Another declaration on Korean peace talks is expected soon from General Matthew Ridgway's headquarters. There are new hints from Tokyo that the UN supreme commander will make public an official allied acceptance of Chinese communist counter-proposals for peace talks at Kaesong--- just south of the 38th parallel. Sources at far east headquarters indicate a broadcast statement may come from there...at 6 o'clock this evening...Eastern Daylight Time.

There's little doubt now but that General Ridgway's reply to Radio Bayping will be agreeable. Officials at the Pentagon in Washington say the counter-bid WILL be accepted. President Truman told his congressional lieutenants at a White House meeting that he thinks UN forces are now in a "GOOD POSITION" in Korea.

But the South Korean assembly...fearful of a settlement restoring the pre-war boundary is rushing delegates to Lake Success to try and stop cease-fire talks!

ATX01 0021624

7/2/51

UN airmen are raining heavy destruction on red convoys north of the parallel. Communist-held ports along both coasts are also the targets of naval gunfire.

An 8th Army spokesman says "we have superior firepower and we're going to continue using it to the fullest advantage." But the ground fighting is diminishing. No major contacts reported. Soldier feeling on the possibility of an end to the bloody fighting...is voiced concisely by Pfc. John Hibbard of Akron, Ohio:

"If a cease-fire does come off, it should be right away because there's no sense in more guys getting killed."

In Czechoslovakia...again the familiar and sordid pattern of communist spy trials: American newspaperman William Oatis "confesses" to Czech communist charges of espionage but U.S. officials attending the trial say he looks "pale and strained"---that he apparently had "memorized" his testimony.

British oil tankers in the middle east...most of them...have now left the port of Abadan with empty tanks as the critical oil dispute continues unresolved. Iranian embassy spokesmen in London say the Tehran government of Premier Mossadeck may file a formal complaint with the United Nations...against movement of British military forces.. near Iran's borders.

American ambassador Henry Grady announces Iranian rejection of a compromise proposal to insure a continued flow of oil to western nations. But Premier Mossadeck tells INS that he is willing to write a clause guaranteeing a permanent flow to the west.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, JULY 2, 1951

MIDDLE

LAING: Friends, for everything you want in a cigarette -- switch to Lucky Strike. You see, in a cigarette it's the tobacco that counts. Don't let anybody tell you different -- there's no substitute for fine tobacco -- and LS/MFT -- Lucky Strike means fine tobacco. Yes, each and every Lucky Strike gives you smoothness, mildness ... far better taste than any other cigarette you've ever smoked! So, today, try a carton of Lucky Strike! Back now to Les Higbie.....

ATX01 0021626

HIGBIE

-3-

7/2/51

The Korean city of Kaesong...where Chinese communists say they'll meet with allied leaders is now a virtual no-man's island...a rubble pile where 50 thousand people once made their homes.

It's an important place in Korean history, too. For 465 years it was the capital of that unhappy land.

Before it became a rubble pile...Kaesong was noted for its many drugstores...where these interesting oriental pharmaceuticals were obtainable: powdered tiger...octopus tentacles...and rhinoceros horn.

Thus - a few side notes on the city...where UN and communist leaders may soon talk peace!

And that's the news!

ATX01 0021627

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, JULY 2, 1951

CLOSING BILLBOARD

LAING: You've been listening to Les Higbie and
the News ... presented each week day at this
same time by Lucky Strike -- the cigarette that
tastes better -- far better than any other
cigarette you've ever smoked. So for complete
smoking enjoyment, try a carton of Lucky Strike
today!

ATX01 0021628

Radio Program prepared and produced by...

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

LES HIGBIE AND THE NEWS

produced for

THE AMERICAN TOBACCO COMPANY

PRODUCT: LUCKY STRIKE CIGARETTES

Tuesday, July 3, 1951

MUTUAL

8:55-9:00 AM EDST

(not in New York)

Repeat: 10:55-11:00 AM PDST

2:00-2:05 PM/EDST

(WOR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, JULY 3, 1951

OPENING BILLBOARD

LAING: Good morning, friends ... here's Les Higbie
 and the News ... presented by LUCKY STRIKE ...
 the cigarette that tastes better than any other
 cigarette you've ever smoked! And now, from
 the Mutual News Room in New York ...
 Les Higbie

ATX01 0021630

LES HIGBIE

JULY 3, 1951

(COPIED BY MBS NEWS DIVISION)

Lawyers for the four missing Communist leaders have been ordered into N.Y. Federal Court this afternoon to explain WHY their clients vanished.

And the search for the four is widening. Again this morning they failed to show up by FINAL DEADLINE TIME, so Federal judge, Sylvester Ryan, ordered their total bail of 80 thousand dollars forfeited. Government agents are scouring the country for Henry Winston...Robert Thompson...Gilbert Green...and Gus Hall.

The U.S. Communist party's so-called SECOND TEAM...DID show up in Judge Ryan's court, however. All 17 pleaded NOT GUILTY to the same charge of conspiracy on which the first 11 were convicted.

A hopeful sign from troubled Iran today! Premier Mohammed Mossadeck reportedly will ACCEPT a compromise settlement of the Anglo-Iranian dispute over oil receipts. He'll go along...says Mossadeck...if claims of the new nationalized company are not invalidated...if British and other oil purchasers guarantee eventual payments for oil delivered to British tankers.

Bitter ground fighting has broken out in Korea as the world awaits Chinese and North Korean reaction to General Matthew Ridgway's latest proposal. He wants a meeting of Allied and Red ADVANCE parties....at Kaesong...day after tomorrow...prior to the full-fledged truce negotiations on July 10th.

On the East-Central front...one of the BIGGEST...and easily the LONGEST artillery duel of the entire war...blazed forth today for three hours.

ATK01 0021631

HIGBIE

-2-

6/3/51

UN troops...in the words of one Allied officer "never before encountered anything like it."

The air war continues too with enemy supply lines and troop concentrations the particular targets of medium and light bombers.

South Korean president, Dr. Syngman Rhee, is blasting General Ridgway's acceptance of the Chinese counter-offer. Hinting at the charge of "appeasement"....Dr. Rhee says the "38th Parallel is something we CANNOT accept."

In this country...a UN spokesman thinks another answer from the Reds will come in about 40 hours.

And diplomats of the 17 nations whose troops are fighting the Reds in Korea...INCLUDING SOUTH KOREA...talked truce terms today in Washington.

Congress was warned by two administration officials AGAINST A LET-DOWNnow that truce talks are near.

Members of the Senate Finance Comte heard Chief Defense Mobilizer, Charles E. Wilson declare that a Korean cease-fire will have "NO EFFECT" on the need for armament and higher taxes.

White House adviser, Averell Harriman, was telling the House Foreign Affairs Comte at the same time that relaxation now would mean "the sacrifice of our men in Korea"...."in vain."

Washington is watching too the trial in Prague of AP reporter, William Oatis...who went back to the witness chair today in a Czech Communist courtroom...adding more details to his so-called "SPY CONFESSION".

ATK01 0021632

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY , JULY 3, 1951

MIDDLE

LAING: Friends, to get complete enjoyment out of every cigarette you smoke, switch to Lucky Strike.... because Luckies taste better than any other cigarette. Not just as good, but better! And here's why: fine tobacco and only fine tobacco always gives you the complete enjoyment of a better-tasting cigarette, and -- LS/MFT -- Lucky Strike means fine tobacco. So when you go out today, pick up a carton of better-tasting Lucky Strike cigarettes. And now, back to Les Higbie.....

HIGBIE

-3-

6/3/51

Czech officials, meantime, are promising to turn loose tomorrow that American jet pilot who landed near Prague...by mistake..three weeks ago.

Also in central Europe...the Hungarian foreign ministry has forced the closing of the U.S. Information Service office.

Helicopters have played a major role in the Korean war. Heroic rescues by 'copter are an almost daily occurrence. They've proved useful too in target pin-pointing. And frontline commanders use them regularly to visit their troops. One such commander, Major General Gerald Thomas of the 1st Marine division, made a crash-landing in a helicopter today...but was NOT injured.

And today too, New York City police...flying one of the awkward-looking machines...woke up a 17 year old boy...floating out to sea on a raft... and towed him back to shore with a helicopter.

THAT'S THE NEWS.

I'll be back tomorrow at this same time.

ATX01 0021634

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY,, JULY 3, 1951

CLOSING BILLBOARD

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this same
 time by Lucky Strike -- the cigarette that's
 famous for fine tobacco. Try a carton today!
 You'll agree -- Luckies taste better than any
 other cigarette!

ATX01 0021635

Radio Program prepared and produced by...

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

LES HIGBIE AND THE NEWS

produced for

THE AMERICAN TOBACCO COMPANY

PRODUCT: LUCKY STIKE CIGARETTES

Wednesday, July 4, 1951

MUTUAL

8:55-9:00 AM EDST
(not in New York)

Repeat: 10:55-11:00 AM PLST

2:00-2:05 PM EDST
(WOR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, JULY 4, 1951

OPENING BILLBOARD

LAING: Good morning, ladies and gentlemen! Here's
Les Higbie and the News ... presented by
Lucky Strike -- the cigarette that's
famous for fine tobacco. Friends, there's
no substitute for fine tobacco -- don't let
anybody tell you different -- and LS/MFT --
Lucky Strike means fine tobacco. That's why
Luckies taste better than any other cigarette.
And now, from the Mutual News Room in New
York ... Les Higbie ...

LES HIGBIE

JULY 4, 1951

(COPIED BY MBS NEWS DIVISION)

Allied unity on the question of next week's Korean truce talks...is more solid today.

A spokesman for the South Korean government now says President Syngman Rhee does NOT intend to urge his army and his people to DEFY any cease-fire order that may come from the UN high command.

Earlier Dr. Rhee had said flatly..."we cannot accept" restoration of the 38th parallel boundary. And the Republic of Korea legislative chairman says his govt. would not "MIND" a settlement about 30 miles NORTH of the parallel.

Preliminary negotiations are now set for Sunday, July 8th...with the full-dress conference to begin two days later. Allied officers are expressing concern over the reorganizing and re-equipping of a new North Korean army...which they say is far more powerful even than the original communist force which blitzed over the parallel a year ago.

In the ground fighting NOW...UN troops have scored another major victory....shoving the reds back in the central mountain sector of the Sobang mountains...after four days of bloody combat...and 15 hundred enemy casualties.

Picnic grounds...bathing beaches...baseball parks...and highways...are packed with millions of Americans today...celebrating the 175th anniversary of the Declaration of Independence.

Showers are dampening observances in the Great Lakes area...and through Missouri, Oklahoma, Texas, and the Rocky Mountains.

brl

ATX01 0021638

And...while the Missouri river heads for a crest 11 feet above flood level west of St. Louis...MORE valuable timber land is being eaten up by forest fires racing along the northern border of New Mexico.

A tornado knocked down bldgs and uprooted trees in the southwestern Missouri community of Webb City.

Motorists everywhere are warned that 130 persons are expected to lose their lives in holiday traffic accidents...before the day is over. The toll now stands at 21 killed.

More than ten thousand communities from coast to coast are holding special 4th of July ceremonies...rededicating themselves to the principles of freedom. In Philadelphia, the actual signing of the declaration is being re-enacted in front of Independence Hall. And all this will be capped by an address on the Washington monument grounds in the nation's capital tonight...by President Truman...an address to be broadcast over the Mutual network at 9:30 PM Eastern Daylight Time.

Mr. Truman's message will be watched closely in other world capitals for any references to the Korean truce talks.

Two Americans will have special reason to remember this particular Independence Day. One lost his freedom today. The other regained it. 37 year old William N. Oatis...Associated Press correspondent in Czechoslovakia...was clapped into jail in Prague...to serve a ten year sentence for what his communist captors call "espionage." He's the first American REPORTER to be jailed behind the iron curtain.

Air Force Lieutenant Luther Roland...clutching his red crash helmet...
brl

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, JULY 4, 1951

MIDDLE

LAING: Friends, there's a truly enjoyable difference in Lucky Strike because Luckies taste better than any other cigarette. And here's why: Fine tobacco and only fine tobacco always gives you the complete enjoyment of better taste in every cigarette you smoke. And, LS/MFT -- Lucky Strike means fine tobacco. So, today, switch to Lucky Strike. Pick up a carton. You'll agree -- Luckies taste better than any other cigarette! And now back to Les Higbie ...

ATX01 0021640

HIGBIE

-3-

7/4/51

walked across the Czech border into American occupied Germany...after his release by Czech authorities today. He had been detained several weeks after his jet fighter landed near Prague by mistake.

A bulletin...

Russia has just agreed to take part in more four-power talks on Berlin trade...for the first time in nearly two years.

Something special for Independence Day in Detroit: the first TAXPAYER'S DAY in American history.

70 persons who've paid their city taxes faithfully for FIFTY YEARS... are receiving GOLD MEDALS in special ceremonies on city hall steps.

THAT'S THE NEWS.

I'll be back tomorrow at this same time.

brl

ATX01 0021641

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, JULY 4, 1951

CLOSING BILLBOARD

LAING: You've been listening to Les Higbie and
the News ... presented each week day at
this same time by Lucky Strike. And
remember, friends -- Luckies taste better
than any other cigarette! So, today, pick
up a carton of Lucky Strike!

Radio Program prepared and produced by...
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

LES HIGBIE AND THE NEWS

produced for

THE AMERICAN TOBACCO COMPANY

PRODUCT: LUCKY STRIKE CIGARETTES

Thursday, July 5, 1951

MUTUAL

8:55-9:00 AM EDT
(not in New York)

Repeat: 10:55-11:00 AM PDST

2:00-2:05 PM EDT
(WOR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, JULY 5, 1951

OPENING BILLBOARD

LAING: Today, and every week day, Lucky Strike
brings you Les Higbie and the News. Remember,
friends, a Lucky Strike is the best-tasting
cigarette you've ever put a match to ...
try a pack today! And now, from the
Mutual News Room in New York ...
Les Higbie!

LES HIGBIE

JULY 5, 1951

(COPIED BY MBS NEWS DIVISION)

A Mississippi river tragedy just reported!

A tug and a tanker collided one mile north of Avondale, Louisiana. Seven of the 11 crewmen on the tug are missing.

In Eastern Berlin...the death toll in an earlier ship disaster today... has now risen to at least 70. An excursion steamer...loaded with 150 child orphans...caught fire and blew up on the Spree River. Communist authorities are keeping details of the disaster under wraps. No official report yet published. All offers of help from West Berlin rescue teams...turned down!

A LEGAL round in the Iranian oil dispute today...goes to Britain.

The International Court of Justice at The Hague has ordered Iran to permit continued British operation of the company until a final court decision. Both Iran and Britain are directed to avoid actions which might interfere with the flow of oil to the world.

In New York federal court, millionaire Frederick Vanderbilt Field... declined to name the persons who put up bail money for four missing communist leaders. So judge Sylvester Ryan...who packed 7 others of the convicted top 11 U.S. Reds off to jail-cells earlier in the week... ordered Field to bring in the names by 2:30 PM New York Time or be held in contempt of court.

No comment on the Korean cease-fire talks...at President Truman's regular news conference in Washington. The battlefield itself has quieted down as Supreme commander Ridgway awaits ASSURANCES that his

ATX01 0021645

7/5/51

ADVANCE party of three Colonels will be given safe conduct by the Reds ...on their trip to the armistice city of Kaesong...on Sunday. Mr. Truman did speak out again today on Economic controls! He does NOT plan to ask Congress AGAIN for a tougher price-wage-rent control law, said the President but still wants it nonetheless. And there'll be NO COMPROMISE, he indicated, with beef producers on the issue of PRICE rollbacks.

At the Capitol...Chairman Brent Spence of the House Banking Committee opened floor debate on new controls legislation, declaring "peace talk has nothing in the world to do with defense production and controls."

In Paris, an official of the French Defense Ministry says he hopes a Korean peace will mean a sizeable jump in U.S. arms shipments to Europe.

The Pentagon reports nearly 14 hundred MORE American casualties in Korea in its latest weekly summary.

Holiday accidents...late to be reported...are running still higher the 4th of July death toll here at home. At least 165 persons lost their lives. 90 on the nation's highways.

Budapest has ordered the immediate expulsion of two American diplomats: Albert Scherer Jr. and Ruth Tryon. Both must cross over into Austria by One o'clock tomorrow afternoon. The Hungarian communist government links both to the recently-convicted Archbishop Groesz.

Another American...has been ordered out of Finland.

21 year old David Reeves...an Oklahoma University student now hitchhiking through Europe...slipped across the border into Russia...and

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, JULY 5, 1951

MIDDLE

LAING: Friends, have you smoked a LUCKY lately?
Maybe you've been missing something. For
Luckies taste better than any other cigarette.
Yes, better because fine tobacco and only
fine tobacco always gives you mildness,
richness ... truly better taste that adds
up to complete smoking enjoyment. So, when
you're out today, be sure to pick up a
carton of better-tasting Lucky Strike
cigarettes. Now, back to Les Higbie

pocketed an emblem from a Soviet frontier post as a souvenir. The Russian guard...says Reeves...was sleeping!

Late sports news from London:

Shirley Fry of Akron, Ohio...defeated Louise Bruff, 6-4, 6-2 in an upset...now moves into the All-American women's singles final at Wimbledon

15 year old John Butler tossed darts at balloons at Palisades, New Jersey amusement park today...won four teddy bears, some China, and ten Kewpie dolls until the concessionaire became suspicious and looked behind the canvas. There, he discovered 14 year old Peter Baker piercing the canvas AND the balloons...with a hatpin...each time John threw a dart!

THAT'S THE NEWS.

I'LL BE BACK TOMORROW AT THIS SAME TIME.

vm

ATX01 0021648

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, JULY 5, 1951

CLOSING BILLBOARD

LAING: You've been listening to Les Higbie and
the News ... presented each week day at
this same time by Lucky Strike. Friends,
for more smoking enjoyment, be sure to
pick up a carton of Lucky Strike today!
You'll agree -- Luckies taste better than
any other cigarette!

ATX01 0021649

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

LES HIGBIE AND THE NEWS
produced for
THE AMERICAN TOBACCO COMPANY

PRODUCT: LUCKY STRIKE CIGARETTES

Friday, July 6, 1951

MUTUAL

8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, JULY 6, 1951

OPENING BILLBOARD

LAING: Good morning. Once again Lucky Strike brings you Les Higbie and the News. Remember, friends -- there's no substitute for fine tobacco -- and, LS/MFT -- Lucky Strike means fine tobacco. That's why Luckies taste better than any other cigarette. And now, from the Mutual News Room in New York ... Les Higbie ...

LES HIGBIE

JULY 6, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Remember friends, there's no substitute for fine tobacco and LSMFT - Lucky Strike Means Fine Tobacco. That's why Luckies taste better than any other cigarette. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

A bulletin from Washington: President Truman has just notified Soviet Russia and her major satellites that all American tariff concessions on goods they ship to the United States are being cancelled. Duties on such goods will thus revert to pre-1930 rates.

Latest word in the worsening Iranian oil crisis. London says the government of Iran will be approached at once about establishing a board of supervision for the Iranian oil industry as directed by the International Court of Justice.

In Iran itself police threw a cordon of officers around the Anglo-Iranian oil company office near Abadan and arrested Michael Kelly, a British official. Premier Mossadegh has rejected the World Court's ruling that the Anglo-Iranian company continue operations pending a final court ruling on ownership.

New York millionaire Frederick Vanderbilt Field was sent to jail today by Federal Judge Sylvester Ryan. The secretary of the left wing Civil Rights Congress Bail Fund must serve 90 days in prison for contempt of court. Judge Ryan held Field in contempt for his refusal to hand over the names of persons who put up bail money for four missing Communist leaders. Earlier, the other seven of the convicted top eleven Reds in this country were transferred from New York's House of Detention to the Lewisburg, Pennsylvania Federal Penitentiary. With them in the same bus went former Army Sergeant David Greenglass who must serve 15 years in prison for his role in that atomic spy ring.

ATX01 0021652

HIGBIE

-2-

7/6/51

UN tank patrols rolled into Pycaggang at the apex of the old Iron Triangle in Korea today against no opposition. Eighth Army reports only light ground skirmishes but Far East Air Force says there's no letup in Allied air attacks on enemy road convoys.

One UN officer at Eighth Army Headquarters comments on reports of heavy Communist reinforcements moving toward the battlefront. If we don't get a cease fire, he says, we'll have a fight on our hands.

New York's Governor Thomas E. Dewey now in Tokyo on a Far Eastern tour, told members of the Japanese Parliament today that he's convinced Red troops will not reinvade South Korea again after a truce unless the Soviet Union is now ready for world war three.

From New York meanwhile, Soviet UN delegate Jacob Malik has sailed for home aboard the Swedish liner Gripsholm.

Hong Kong dispatches report Chinese Communist activity at Hainan Island off the South China Coast. Air base runways there are being lengthened, air field facilities expanded.

Near Rochester, Pennsylvania nine bus passengers were hurt when a tank truck and Greyhound bus collided.

And 24-year-old Dick Savitt of Orange, New Jersey, won the Men's Singles Tennis Title at Wimbledon, England.

Now here's John Lang...

ATX01 0021653

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, JULY 6, 1951

MIDDLE

LAING: Friends, millions of smokers agree -- Luckies taste better than any other cigarette. Yes, every puff on a Lucky tastes smooth and mild because only fine tobacco always gives you the enjoyment of a truly better-tasting cigarette. Don't let anybody tell you different. And LS/MFT -- Lucky Strike means fine tobacco. So enjoy the better taste that only Luckies can give you. Pick up a carton of Lucky Strike today! Back now to Les Higbie

ATK01 0021654

ANNOUNCER:

Friends, millions of smokers agree Luckies taste better than any other cigarette. Yes, every puff on a Lucky tastes smooth and mild because only fine tobacco always gives you the enjoyment of a truly better tasting cigarette. Don't let anybody tell you different. And LSMFT - Lucky Strike Means Fine Tobacco - so enjoy the better taste that only Luckies can give you. Pick up a carton of Lucky Strike today. Back now to Les Higbie.

HIGBIE:

A Copenhagen newspaper today prints this story. A pigeon fancier sold one of his birds to a man who lives 160 miles from the Danish capital. The pigeon's wings were bound together so it couldn't fly home again. However, two months later the pigeon turned up in its old home roost, its wings still bound. Says the former owner - that pigeon must have hopped 160 miles. But he can't explain how the earthbound bird got across two rivers in between.

That's the news. I'll be back Monday at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike. Now here's a tip to add to the weekend smoking enjoyment of you and your friends. Pick up a carton or two of Lucky Strike because Luckies taste better than any other cigarette. And now, until Les Higbie returns next Monday, this is John Lang wishing you a very pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, JULY 6, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the News ... presented each week day at this same time by Lucky Strike. Now, here's a tip to add to the week-end smoking enjoyment of you and your friends. Pick up a carton or two of Lucky Strike because ... Luckies taste better than any other cigarette. And now, until Les Higbie returns next Monday, this is John Laing, wishing you a pleasant week-end!

ATX01 0021656

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, July 9, 1951

Network:

Mutual

Broadcast: 8:55-9:00 AM EDST
(not in New York)

Repeat: 10:55-11:00 AM EDST
2:00-2:05 PM EDST
(WOR)

AS BROADCAST

REVISED

- I. Opening Billboard and brief commercial
- III Presentation of News
- III: Middle Commercial
- IV. Closing News Items
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, JULY 9, 1951

OPENING BILLBOARD

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike! Remember,
 friends, a Lucky Strike is the best-tasting
 cigarette you've ever put a match to ...
 try a pack today! And now, from the Mutual
 News Room in New York ... Les Higbie!

ATX01 002165B

LES HIGBIE

JULY 9, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the News.....presented by Lucky Strike! Remember, friends, a Lucky Strike is the best-tasting cigarette you've ever put a match to....try a pack today! And now, from the Mutual News Room in New York.....Les Higbie!

HIGBIE:

A new development in the critical Iranian situation: President Truman wants to send his personal adviser, Averell Harriman, to **MEDIATE** the Anglo-Iranian oil dispute. The offer to send Harriman was made in a message to Iran's premier, Mohammed Mossadeck, just published in Washington. "The time available" says the President "is running out." And from sources in Teheran close to the Iranian foreign office, the opinion is expressed that the offer already is "too late." Mr. Truman is also said to be asking Iran to **RECONSIDER** a rejection of the World Court suggestion that a five man commission take over control of oil operations until a solution is reached.

A statement to the House of Commons on the crisis is expected in London later in the day...from Britain's foreign secretary Herbert Morrison.

In Washington, another peace move, on the eve of Korean armistice negotiations! President Truman has asked Congress to declare an official **END** to the war with Germany. Such a move, will not, says Mr. Truman "affect the status of the occupation". But, in concert with Britain and France, the President adds, we do intend "to grant" West Germany "increasing authority over its own affairs".

ATX01 0021659

JULY 8, 1951

London announces officially that Britain's state of war with Germany is OVER...effective today.

Also in Washington, Speaker Rayburn talked with President Truman today about the administration's most pressing DOMESTIC problem: economic controls. Congress will come through, says Rayburn, with "a better controls bill than some people think". The House is beginning a lengthy series of votes today on amendments to price, wage, and rent controls legislation.

At the Capitol, the Senate has received from the White House a formal nomination of 8th Army Commander, Lt. General James Van Fleet, to be a full, four-star general.

Highlight of the far east dispatches today as the world awaits the first formal truce talks: a blazing renewal of aerial combat up in northwest Korea and some sharp ground attacks by U.N. troops on the central and east-central fronts.

UN supreme commander General Matthew Ridgway is staying on in Korea to receive nightly progress reports from his armistice negotiators. Vice Admiral Turner Joy, head of the UN team, says: "My personal hope is that the shooting war will be over the day after tomorrow!"

In Addis Ababa, the minister of State of Ethiopia has been put under arrest...accused of plotting against his government with "foreign" help.

JULY 8, 1951

An American air attache in Spain is being recalled from his post! Robert Charles Schumann, says the Spanish foreign office in Madrid, will be returned to the United States for his part in a bar-room brawl in the Spanish capital.

At John Carroll University in Cleveland, size-mologists report a strong earthquake, located somewhere in the area of western Guatemala or southern Mexico.

In Detroit, the famous Tiger outfielder of another year, Harry Heilmann, died today at the age of 57. In recent years he had gained new fame as a baseball broadcaster.

A possible clue in New York to the whereabouts of those missing American communists! Matthew Cvetic, who played the role of red inside the communist party for eight years while working for the FBI, tells the New York Journal-American that the eight red leaders may be hiding out in carefully-prepared rural sections.

Now...here's John Lading.

ANNOUNCER

Friends, have you smoked a LUCKY lately? Maybe you've been missing something...because Luckies taste better than any other cigarette. You see: In a cigarette it's the tobacco that counts. Don't let anybody tell you different -- there's no substitute for fine tobacco. So when you go out today, pick up a carton of better-tasting Lucky Strike cigarettes. And now, back to Les Higbie....

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, JULY 9, 1951

MIDDLE

LAING: Friends, have you smoked a LUCKY lately?
Maybe you've been missing something... because
Luckies taste better than any other cigarette.
You see In a cigarette it's the
tobacco that counts. Don't let anybody tell
you different -- there's no substitute for
fine tobacco -- and -- LS/MFT -- Lucky Strike
means fine tobacco. So when you go out
today, pick up a carton of better-tasting
Lucky Strike cigarettes. And now, back to
Les Higbie...

ATX01 0021662

LES HIGBIE

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JULY 8, 1951

END PIECE

Dick Paget of Youngstown, Ohio is a radio operator with a tactical air control group in Korea. He helps fighter pilots aim their guns against communist ground targets. But, says the 19 year old airman, the work is too routine. As a civilian he was billed as "the human cannonball", was shot out of a gun himself several times a day.

THAT'S THE NEWS.

I'LL BE BACK TOMORROW AT THIS SAME TIME.

ANNOUNCER

You've been listening to Les Higbie and the News...presented each week day at this same time by Lucky Strike. And remember, friends, -- Luckies taste better than any other cigarette! So, today, pick up a carton of Lucky Strike!

ATX01 0021663

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, JULY 9, 1951

CLOSING BILLBOARD

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this same
 time by Lucky Strike. And remember, friends,
 -- Luckies taste better than any other
 cigarette! So, today, pick up a carton of
 Lucky Strike!

ATX01 0021664

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Tuesday, July 10, 1951 Network:

Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)

Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

AS BROADCAST

REVISED

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Items
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, JULY 10, 1951

OPENING BILLBOARD

LAING: It's time for Les Higbie and the News
 presented by Lucky Strike -- the cigarette
 that's famous for fine tobacco. Friends, there's
 no substitute for fine tobacco.-- don't let
 anybody tell you different -- And remember
 LS/MFT -- Lucky Strike means fine tobacco.
 Now, this fine tobacco and quality of product
 make Luckies taste better than any other
 cigarette. And now, from the Mutual News Room
 in New York Les Higbie ...

LES HIGBIE

JULY 10, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette that's famous for fine tobacco. Friends, there's no substitute for fine tobacco. Don't let anybody tell you different. And remember, LSMFT - Lucky Strike Means Fine Tobacco. Now this fine tobacco and quality of product make Luckies taste better than any other cigarette. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Iran has filed a formal protest with the United Nations against Great Britain. The British, says Iran's note to UN Secretary General Trygve Lie, are interfering illegally in Iranian domestic affairs. A British Embassy spokesman at Teheran sees evacuation of all Britons from Iranian oil fields as now inevitable.

And the military governor of Abadan has ordered a midnight to dawn curfew throughout the oil refinery area.

Cairo reports anti-British demonstrations on the eve of the anniversary of a British bombardment of Alexandria, Egypt in 1882. A state of emergency is in effect. Egyptian police and troops are standing by.

The Pentagon in Washington announces an overseas alert for two more National Guard divisions...the 28th from Pennsylvania and the 43rd from Rhode Island, Connecticut and Vermont are slated for shipment to Europe in the Fall.

Landslides in Southern Japan - dispatches from Kyushu tell of heavy slides burying 52 persons, 28 of whom were killed.

Sixteen reporters and photographers will not go to Kaesong, Korea for the next round of truce talks after all. Permission has been withdrawn because, say UN

ATX01 0021667

officers, nothing must be done to jeopardize the success of the conference.

From Pyongyang, capital of North Korea, the Communist radio is insisting that all of what it calls foreign troops must get out of Korea as a condition for a peaceful settlement.

Memorial services in Berlin today for those who lost their lives in another western struggle with Communism. Two hundred thousand residents of the divided former German capital crammed rooftops and windows of buildings at the broad Tempelhoff Airrome to honor 31 Americans, 39 British and 5 Germans who were killed in the Berlin airlift.

Senator Pat McCarran reveals in Washington that his Internal Security Committee has subpoenaed New York millionaire Frederick Vanderbilt Field and all his bank accounts. His group wants to find out, says the Nevada lawmakers, how Field raised bail for the four missing Communist leaders.

Also in Washington, the House Appropriations Committee has stamped approved on the State Department's money bill. Two hundred thirty-one million dollars are allotted for the current fiscal year.

And Florida's Governor Fuller Warren tells Chairman Herbert O'Connor of the Senate Crime Investigating Committee that he'll be glad to confer at any time in Tallahassee, but he blasts the Committee's subpoena again as an invasion of Florida's sovereignty.

No panic, but considerable concern at Syracuse, New York this morning. A short circuit in the city air raid alarm system caused thousands of residents to jam police and fire department switchboards with calls.

At Rome, Georgia, the state of Georgia's much publicized County Unit Voting System has been upheld. Superior Judge H. E. Nichols has dismissed a legal suit aimed at

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, JULY 10, 1951

MIDDLE

LAING:

Friends, for everything you want in a cigarette - switch to Lucky Strike. You see, in a cigarette it's the tobacco that counts. Don't let anybody tell you different -- there's no substitute for fine tobacco -- and LS/MFT -- Lucky Strike means fine tobacco. Yes, each and every Lucky Strike gives you smoothness, mildness ... far better taste than any other cigarette you've ever smoked! So, today, try a carton of Lucky Strike! Back now to Les Higbie ...

ATX01 0021669

HIGBIE

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7/10/51

producing a court ruling on the system.

The Mutual network's broadcast of today's Major League All Star Game begins in a few moments, at 2:15 PM Eastern Daylight Time. The weather in Detroit - partly cloudy but no rain.

Now, here's John Laing.

ANNOUNCER:

Friends, for everything you want in a cigarette, switch to Lucky Strike. You see, in a cigarette it's the tobacco that counts. Don't let anybody tell you different. There's no substitute for fine tobacco. And, LSMEFT - Lucky Strike Means Fine Tobacco. Yes, each and every Lucky Strike gives you smoothness, mildness, far better taste than any other cigarette you've ever smoked. So today try a carton of Lucky Strike. Back now, to Les Higbie:

HIGBIE:

U.S. Coast Guard officials today put up for sale a piece of surplus government property - a lighthouse. It stands in New York City's Ft. Washington Park. It's 40 feet high, measures 14½ feet around. However, there's one big catch for the successful bidder - he must remove the lighthouse.

That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each week day at this same time by Lucky Strike, the cigarette that's famous for fine tobacco. Try a carton today. You'll agree Luckies taste better than any other cigarette.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0021670

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, JULY 10, 1951

CLOSING BILLBOARD

LAING:

You've been listening to Les Higbie and
the News ... presented each week day
at this same time by Lucky Strike --
the cigarette that's famous for fine
tobacco. Try a carton today! You'll
agree -- Luckies taste better than any
other cigarette!

ATX01 0021671

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Wednesday, July 11, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

AS BROADCAST

REVISED

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Items
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, JULY 11, 1951

OPENING BILLBOARD

LAING: It's time for Les Higbie and the News
 presented by Lucky Strike -- the cigarette
 that's famous for fine tobacco. Friends, there's
 no substitute for fine tobacco -- don't let
 anybody tell you different -- And remember --
 LS/MFT -- Lucky Strike means fine tobacco.
 Now, this fine tobacco and quality of product
 make Luckies taste better than any other
 cigarette. And now, from the Mutual News Room
 in New York Les Higbie ...

LES HIGBIE

JULY 16 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette that's famous for fine tobacco. Friends, there's no substitute for fine tobacco. Don't let anybody tell you different. And remember, LSMFT, Lucky Strike Means Fine Tobacco. Now this fine tobacco and quality of product make Luckies taste better than any other cigarette. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

An official denial in New York today that two of the missing Communist leaders have been captured, but New York police say that they did receive an anonymous telephone tip that two of the vanished eight are hiding out in Manhattan apartments.

Public testimony in Washington from Mrs. Mary Markworth, a former FBI undercover agent in the Communist party: Red leaders were fairly well satisfied, she says, with infiltration among steel workers in Baltimore.

Iran's Premier Mohammed Mossedegh has made it official - he told American Ambassador Henry Grady in Teheran today that he'll be glad to accept President Truman's offer of Averell Harriman as mediator in the oil dispute. But he insists Iran's position on nationalization will not change.

And Britain will demand substantial damages from Egypt for the halting and boarding of a British freighter in the Red Sea July 1st. Foreign Secretary Herbert Morrison makes that declaration in London. Cairo explains the action - says the ship was stopped to prevent her being fired on by shore batteries and to search for possible Israel bound contraband.

In Washington, sweeping new proposals for dealing with an American atomic disaster - those proposals went to Congress today. Billions of dollars would be spent under the

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7/10/51

new White House plan, over and beyond existing plans for civil defense.

Air Force Chief of Staff General Hoyt Vandenberg returned to Washington from Europe, declared that the United States is building a chain of air bases in North Africa and the Middle East in what he calls amazing speed. That comment - the first official statement on completion of arrangements for the North African bases.

New details on the swirling aerial dogfight over Northwest Korea this morning - more than 60 American and Chinese Red jets fought a 20 minute running battle from 33-thousand down to 3-thousand feet. Three enemy fighters were shot down.

At Pusan groups of South Koreans are roaming the streets and shouting - "on to the Yalu", demonstrating against an armistice at Parallel 38.

Prospects for a truce - much nearer says Colonel George Rulin, a member of the UN delegation.

Twenty Allied correspondents will be permitted in Kaesong, the armistice city, tomorrow.

The Pentagon in Washington announces new U.S. casualty totals: battle casualties since the war began - 78-thousand, 110. That's an increase of 616 over last week's total, the smallest increase in several weeks.

The new Dun & Bradstreet Index of U.S. food prices just out: Wholesale food prices at their lowest average level since the beginning of the year.

Senate Crime Investigators are on the road again, studying alleged waterfront rackets in Newark, New Jersey, in closed door sessions. A former aide to ex-New York Mayor William O'Dwyer, Irving Sherman, will be quizzed in New York tomorrow.

Another draft exemption test is due tomorrow, too. Local boards will determine from its results who is drafted and who can stay in college.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, JULY 11, 1951

MIDDLE COMMERCIAL

LAING: Friends, there's a truly enjoyable difference in Lucky Strike because Luckies taste better than any other cigarette. You see, fine tobacco and only fine tobacco always gives you the complete enjoyment of better taste in every cigarette you smoke. Yes, in a cigarette it's the tobacco that counts -- and, LS/MFT ... Lucky Strike means fine tobacco. So the next time you buy cigarettes, ask for Lucky Strike. Find out for yourself that Luckies fine tobacco and quality of product give you a better tasting cigarette. And now back to Les Higbie

HIGBIE

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7/10/51

Now, here's John Laing...

ANNOUNCER:

Friends, there's a truly enjoyable difference in Lucky Strike because Luckies taste better than any other cigarette. You see, fine tobacco and only fine tobacco always gives you the complete enjoyment of better taste in every cigarette you smoke. Yes, in the cigarette it's the tobacco that counts. And LSMFT - Lucky Strike Means Fine Tobacco. So the next time you buy cigarettes, ask for Lucky Strike. Find out for yourself that Luckies' fine tobacco and quality of product give you a better tasting cigarette.

And now, back to Les Higbie...

HIGBIE:

Mr. Roy Ruth, President of the Home State Bank of Everest, Kansas, today untied a brand new bundle of five dollar bills, counted them and they totalled five hundred dollars. He counted them again and they totalled five hundred thirty dollars. Looking at the bills more closely, he discovered six of them were five dollar bills on one side and ten dollars on the other.

That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike, the cigarette that tastes better, far better than any other cigarette you've ever smoked. So for complete smoking enjoyment, try a carton of Lucky Strike today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0021677

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, JULY 11, 1951

CLOSING BILLBOARD

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this same
 time by Lucky Strike -- the cigarette that
 tastes better -- far better than any other
 cigarette you've ever smoked. So for complete
 smoking enjoyment, try a carton of Lucky Strike
 today!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, July 12, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDST
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

REVISED

AS BROADCAST

- I. Opening billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Items
- Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, JULY 12, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News
 ... presented by LUCKY STRIKE ... the cigarette
 that tastes better than any other cigarette
 you've ever smoked! And now, from the Mutual
 News Room in New York ... Les Higbie ...

ATX01 0021680

LES HIGBIE

JULY 11, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette that tastes better than any other cigarette you've ever smoked. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

The Chinese Communist radio has just broadcast confirmation that the cease fire talks in Korea are suspended. There's no indication, says Peiping, that UN representatives will continue the talks. But most UN officials in Korea are treating the breakdown as only temporary. At the State Department in Washington - no comment.

A bulletin: 15 indicted U.S. Communist leaders go free. Judge Learned Hand of the U.S. Court of Appeals in New York has just ordered their freedom on bail money put up by the Civil Rights Congress.

Also in New York, Salvatore Salazzo has pleaded guilty to 28 of 30 counts of bribery and conspiracy in connection with the latest basketball fix scandal.

An optimistic forecast in the Iranian oil crisis: In Washington Nasrollah Entezam, Iran's Ambassador to this country, says he expects 100% success from Averell Harriman's trip to the Middle East in settling the lengthy oil dispute.

In Paris President Vincent Auriol has called on French Minister Maurice Petsche to form a new French government.

At the Pentagon: More details on U.S. Air bases in North Africa. Arrangements are complete with the French government, says the Air Force, to operate seven such bases in French Morocco. A strategic air command established primarily for atomic bombing will have its headquarters at Rabat.

ATX01 00216B1

7/11/51

Publication of the draft text of a Pacific security pact modeled after the North Atlantic treaty is set for 4 PM, Eastern Daylight Time today at the State Department. Australia, New Zealand and the United States will be linked in the new pact which must still be ratified by all three governments.

Complaints are heard in Washington meantime about the proposed Japanese peace treaty, a draft of which was published this morning. The Chinese Nationalist Foreign Minister on Formosa objects to omission of Chiang Kai-shek representatives from the list of treaty signers. Elpidio Querino, President of the Philippines says his government may demand war indemnity from Japan. Australian Foreign Minister Richard Casey wants more precise limitations on Japanese rearmament specified.

The American troop rotation program is swinging at a high gear. Another military transport docks at San Francisco today with 350 more veterans of Korean combat.

Congress is hearing new appeals for stronger economic controls from Chief Mobilizer Charles E. Wilson. And AF of L President William Green and CIO Secretary-Treasurer James Carey, threaten another labor walkout unless effective price controls are legislated.

No indication of sabotage in the Indianapolis jet engine plant explosion this morning. The Air Force blames a gasoline leak for the tragedy which took 7 lives.

In Bridgeport, New Jersey an entire family was wiped out when a tractor trailer truck smashed into the rear of a car waiting for the Chester-Bridgeport Ferry. Five persons perished in the flaming wreckage.

Heavy rains are sweeping through some parts of the mid-west. Flood stricken Kansas is hardest hit. Three hundred blocks of the state's capital city, Topeka, are still under water.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, JULY 12, 1951

MIDDLE COMMERCIAL

LAING: Friends, millions of smokers agree -- Luckies taste better than any other cigarette. Yes, every puff on a Lucky taste smooth and mild because it takes fine tobacco to give you the enjoyment of a truly better-tasting cigarette. And LS/MFT - Lucky Strike means fine tobacco. So pick up a carton of Lucky Strike today, and see for yourself that Luckies **fine** tobacco and quality of product give you a better tasting cigarette. Back now to Les Higbie

ATX01 0021683

HIGBIE

-3-

7/12/51

And President Truman has asked Congress today for a 7% pay raise for nearly two million government workers.

Now here's John Laing...

ANNOUNCER:

Friends, millions of smokers agree Luckies taste better than any other cigarette. Yes, every puff on a lucky tastes smooth and mild because it takes fine tobacco to give you the enjoyment of a truly better tasting cigarette. And LSMFT - Lucky Strike Means Fine Tobacco. So pick up a carton of Lucky Strike today and see for yourself that Luckies fine tobacco and quality of product give you a better tasting cigarette. Back now to Les Higbie...

HIGBIE:

Each year an East St. Louis packing house worker, George Hopper, swims across the Mississippi River with a handicap. He's missed his target only twice in 14 years. This year he's devised a very special stunt. Hopper will swim the river with his arms handcuffed behind his back, while towing a boatload of six soldiers and six 500-pound barrels. Each barrel plastered with defense bond posters.

That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike. Friends, for more smoking enjoyment be sure to pick up a carton of Lucky Strike today. You'll agree Luckies taste better than any other cigarette.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0021684

THE AMERICAN TOBACCO COMPANY
LUCKY STRIK
LES HIGBIE AND THE NEWS
THURSDAY, JULY 12, 1951

CLOSING BILLBOARD

LAING: You've been listening to Les Higbie and
 'the News ... presented each week day at this
 same time by Lucky Strike. Friends, for more
 smoking enjoyment, be sure to pick up a carton
 of Lucky Strike today! You'll agree --
 Luckies taste better than any other cigarette!

ATX01 0021685

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Friday, July 13, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDT
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDT
(WOR)

AS BROADCAST

REVISED

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Items
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, JULY 13, 1951

OPENING BILLBOARD

LAING: It's time for Les Higbie and the News
 ... presented by Lucky Strike ... the cigarette
 that's famous for fine tobacco. And now, from
 the Mutual News Room in New York ...
 Les Higbie...

LES HIGBIE

JULY 13, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike the cigarette that is famous for fine tobacco. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

First a bulletin - flood waters of the rampaging Missouri River have forced a closing down of the main water pumping plant which serves Kansas City, Missouri and thousands of suburban users in Jackson County.

Another bulletin - Major General Louis Peck, chief of U.S. Army engineers announces in Washington that Kansas has suffered three hundred million dollars damage already and the floods are getting worse. He'll fly to Kansas City this afternoon.

Charges of bad faith are being hurled at Communist negotiators in Korea by the Voice of America. Peace talks are still suspended. But American Red Cross officials are ready to ship food packages north of the parallel into the hands of UN prisoners if the talks ever reach the point where contact with Red-held UN prisoners is achieved.

UN troops making limited attacks are meeting stiff opposition in the east central sector.

At the Pentagon, new Army estimates of Communists casualties just released, show 11,506 Red casualties between June 25th and July 4th. Running the overall total up to nearly one million two hundred three thousand.

At the capital, Massachusetts' Senator Henry Cabot Lodge is calling for a 150 group American Air Force with ten thousand planes available for European duty.

ATX01 0021688

7/13/51

Owen Lattimore, Far Eastern expert and Johns Hopkins University professor, a target of charges last year by Senator Joe McCarthy, says the Institute of Pacific Relations was never Communist dominated or a Communist front. That's what he told the Senate Internal Security Committee he said in a two hour closed door session today.

Fifteen indicted Communists leaders, members of the so-called second team of the U.S. Red High command are out of jail again released shortly after noon New York time. Federal Judge Sylvester Ryan ordered their release on bail money put up by the Civil Rights Congress. This in keeping with the ruling by Judge Learned Hand of the U.S. Circuit Court of Appeals.

W. Averell Harriman is on his way to Iran after a special send-off from his chief President Truman. Mr. Truman told his special advisor to assure Iranian leaders that the United States has no selfish interest in the oil dispute. He expressed confidence to his emissary that he'll handle the job with satisfaction and success.

From Teheran - late dispatches report that Premier Mossadegh's Government is considering applications from many foreign workers to take the place of Britain's in running the oil fields and oil refineries.

The White House announces that U.S. Ambassador to Iran, Henry Grady will be relieved from that post soon at his own request.

The President sent a special message to Congress today asking more rigid laws controlling illegal entry of Mexican farm workers into this country.

And top fashion designers in New York are knocking down those rumors of impending sharp price jumps in ladies fall clothing.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, JULY 13, 1951

MIDDLE

LAING: Friends, have you smoked a LUCKY lately? Maybe you've been missing something. For Luckies taste better than any other cigarette. Yes, better because fine tobacco and quality of product always give you mildness, richness ... truly better taste that add up to complete smoking enjoyment. So, when you're out today, be sure to pick up a carton of better-tasting Lucky Strike cigarettes. Now, back to Les Higbie....

ATX01 0021690

7/13/51

Prices, they say, will remain about the same or go lower.

Now here's John Laing.

LAING:

Friends have you smoked a Lucky lately? Maybe you've been missing something, for Luckies taste better than any other cigarette. Yes, better because fine tobacco and quality of product always give you mildness, richness, truly better taste that add up to complete smoking enjoyment. So when you are out today be sure to pick up a carton of better tasting, Lucky Strike cigarettes. And now back to Les Higbie.

HIGBIE:

Margaret Truman returned from several weeks in Europe aboard the new U.S. luxury liner Constitution today. She told reporters that continental men are very charming but she likes Americans better. She said she is going back to work on the concert stage.

Chairman Berger Nordhalm of the European Travel Commission waited patiently at the pier in New York today to present Miss Truman with a placque, proclaiming her tourist of the year. But the President's daughter was whisked away so quickly chairman Nordhalm was left holding the placque.

That's the news, I'll be back Monday at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike. Now here is a tip to add to the weekend smoking enjoyment of you and your friends. Pick up a carton or two of Lucky Strike, because Luckies taste better than any other cigarette. And now until Les Higbie returns next Monday this is John Laing wishing you a very pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATK01 0021691

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, JULY 13, 1951

CLOSING COMMERCIAL

LAING:

You've been listening to Les Higbie and the News ... presented each week day at this same time by Lucky Strike. Now, here's a tip to add to the week-end smoking enjoyment of you and your friends. Pick up a carton or two of Lucky Strike because

... Luckies taste better than any other cigarette. And now, until Les Higbie returns next Monday, this is John Laing, wishing you a pleasant week-end!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES
Monday, July 16, 1951
DATE _____
Network: Mutual
Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PST
2:00-2:05 PM EDST
(WOR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Items
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, JULY 16, 1951

OPENING BILLBOARD

LAING:

It's time for Les Higbie and the News ...
presented by Lucky Strike! Remember,
friends, a Lucky Strike is the best-tasting
cigarette you've ever put a match to ... try
a pack today! And now, from the Mutual News
Room in New York ... Les Higbie!

LES HIGBIE

JULY 16, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike. Remember, friends, a Lucky Strike is the best tasting cigarette you've ever put a match to. Try a pack today. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Congress is rushing help to Missouri and Kansas for flood relief. 25-million dollars will go to the stricken area after the House and Senate take final action later in the day. Missouri National Guardsmen have been ordered to duty in the disaster zone. President Truman will make a personal flying inspection trip to the area tomorrow afternoon. Major General Lewis A. Pick, chief of Army Engineers from the flood scene has telephoned the President that the damage will run higher than 750-million dollars.

Federal Judge Sylvester Ryan in New York declined today to take \$10,000 cash bail for detective fiction writer Dashiell Hammett. Ryan disqualified the Civil Rights Congress bail fund and its secretary, millionaire Frederick Vanderbilt Field, from putting up bail money for any of the Communist leaders accused of violating the Smith Act. New bail must be posted by the 14 indicted Reds, members of the so called second team by noon tomorrow, says Judge Ryan.

Teheran dispatches report an American offer of economic help for Iran in return for a satisfactory settlement of the current Anglo Iranian oil dispute.

In London, foreign secretary Herbert Morrison wishes Averell Harriman all success in his delicate mission of mediating the dispute.

Britain has protested to Iran against the holding up of a British freighter by an armed Iranian gun boat.

ATX01 0021695

7/16/51

The British Foreign Office warns the United States today not to wrap up a military alliance with Franco Spain. U. S. Chief of Naval Operations, Admiral Forrest P. Sherman, talked with Generalissimo Franco today, soon after his arrival in Madrid, talked reportedly about U. S. naval and air bases in that country. Embassy sources said earlier that a military treaty probably would be worked out as a result of the Sherman-Franco talks.

Sherman's arrival followed by only a few days the visit of eight junketing members of the Senate Foreign Relations Committee who turned up today in Ankara, Turkey continuing their survey of western defenses. Tomorrow they fly to Rome.

From Frankfort, Germany, High Commissioner John J. McCloy warns again that time is running short in meeting the threat of Communist aggression, that work on a joint European defense system must be speeded up.

There've been some Communist inspired street demonstrations at Liege, Belgium but no disorders, as King Leopold abdicated today.

Word from Washington - little chance of House action on economic controls until late this afternoon. Several minor bills are ahead on the House calendar.

Chairman Brent Spence of the House Banking Committee says there'll be longer sessions in the Lower Chamber this week to speed up action on controls.

Late developments in Washington - National Production Administrator Manley Fleishman has been approved by the Senate Banking Committee for the job of Defense Production Administrator.

President Truman removed from office Internal Revenue Collector Dennis Delaney of the Massachusetts district, referred also a report on him to the Justice Department for action.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, JULY 16, 1951

MIDDLE COMMERCIAL

LAING: Friends, have you smoked a LUCKY lately? Maybe you've been missing something ... because Luckies taste better than any other cigarette. You see, in a cigarette it's the tobacco that counts. Don't let anybody tell you different. And -- LS/MFT -- Lucky Strike means fine tobacco. So today, pick up a carton of Luckies and find out for yourself that Luckies' fine tobacco and quality of product give you a better tasting cigarette. And now, back to Les Higbie ...

ATX01 0021697

The Daily Express in London quotes friends of the royal family as saying that Princess Elizabeth has lost 25 pounds, now weighs only 115 pounds, all the result of a diet she's following by television.

In New York harbor, 32 displaced persons from Greece landed today at Bedloe's Island. They are the first immigrants in our history to land at the status of Liberty which stands on that island.

Now here's John Laing.

ANNOUNCER:

Friends, have you smoked a Lucky lately? Maybe you've been missing something, because Luckies taste better than any other cigarette. You see, in a cigarette it's the tobacco that counts. Don't let anybody tell you different, and L S M F T. Lucky Strike means fine tobacco. So today pick up a carton of Luckies and find out for yourself that Luckies' fine tobacco and quality of product give you a better tasting cigarette. And now, back to Les Higbie.

HIGBIE:

Alberto Basselricci, a Rome inventor, has come up with a machine which manufactures odors to make movies more realistic for Italian movie goers. He can produce flower scents, desert heat, or arctic cold - whatever the picture requires. If you can both see and hear a picture says Alberto, why shouldn't you be able to smell it?

That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike. And remember, friends, Luckies taste better than any other cigarette. So today pick up a carton of Lucky Strike.

2ND ANNOUNCER:

THIS IS THE MUTUAL BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, JULY 16, 1951

CLOSING BILLBOARD

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this same
 time by Lucky Strike. And remember, friends, --
 Luckies taste better than any other cigarette!
 So, today, pick up a carton of Lucky Strike!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Tuesday, July 17, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EDST

(not in New York)
Repeat: ~~10:55-11:00 AM EDST~~

2:00-2:05 PM EDST
(WOR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Items
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, JULY 17, 1951

OPENING BILLBOARD

IAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike -- the cigarette
 that's famous for fine tobacco. For a better-
 tasting smoke, switch to Lucky Strike today!
 And now, from the Mutual News Room in New York
 ... Les Higbie

ATX01 0021701

LES HIGBIE

JULY 17, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette that's famous for fine tobacco. For a better tasting smoke, switch to Lucky Strike today. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

The State Department says no report is in from W. Averell Harriman yet on the progress of his efforts to mediate the Anglo-Iranian oil dispute. The Department can neither confirm nor deny reports published in Paris today that the talks in Tehran have collapsed, that Harriman will leave the Iranian Capital for Washington tomorrow.

Thirteen of fourteen indicted U.S. communist leaders were ordered to prison today by Federal Judge Alexander Holtzoff in New York for failure to post one hundred sixty five thousand dollars in bail acceptable to the court. One of the fourteen, Elizabeth Hurley Flynn was admitted to bail on ten thousand dollars put up for her by a woman named Grace Hutchins.

President Truman is flying at this moment to the Missouri-Kansas-Oklahoma flood zone for a personal look at the disaster scene.

The Post Office Department announces an increase in emergency mail service throughout the flooded Missouri valley.

The nation's chief weatherman, Francis W. Richeldurfer says in Washington, there's no evidence that the activities of so-called rainmakers had anything to do with the midwest floods.

The AF of L Commercial Telegraphers Union in Washington, announces acceptance

ATX01 0021702

by its thirty five thousand members of a wage boost agreement which headed off a nation wide Western Union strike last July second.

As promised, the national production authority has just removed the ban on spare tires on new automobiles.

American reporters back from the latest truce talk session at Kaesong, Korea, quote an eighteen year old north Korean Wac Sergeant as saying, "There are many American prisoners in Pyongyang, capital of communist North Korea." As the truce negotiators again reported some progress in the latest talks, other American officials were engaged in top flight discussions in various parts of the world.

U.S. Chief of Naval Operations, Admiral Forrest B. Sherman conferred today with Spain's aviation minister. He declined to reveal what he talked about yesterday with Generalissimo Franco.

The U.N. mediator of the Kashmir dispute, Dr. Frank Graham, has arrived in Kurachi, capital of Pakistan, amid reports of increasing tension along the Pakistani-Indian frontier.

And North Atlantic Pact Commander, General Ike Eisenhower talked with his chief subordinate commanders today in Paris, planning strategy of defense of western Europe.

Former Marshall Plan Chief, Paul Hoffman, urged Congress to set up a new cabinet post to handle U.S. foreign economic aid.

Illinois Congressman Mel Price charges that every two percent jump in prices means an extra billion dollars added to our defense bill.

In Chicago, the secretary of the Chicago Bar Association is studying a proposal

HIGBIE:

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7/17/51

by Senator Paul Douglas of Illinois, that the members of that association be polled on the question of whether President Truman or Senator Douglas is right in their selections for northern Illinois judgeships.

There is wide speculation among the foreign diplomatic corps in Moscow about a Soviet magazine called The News. Purpose of the English language publication, says the magazine, the restoration of friendship between Russia, and the Anglo-Saxon world.

Seven British Quakers arrived in Moscow today to study the chances for an East West peace.

And King Farouk of Egypt, honeymooning in Italy, was drenched by a huge wave kicked up in a Venice canal by another boat. He had to return to his hotel for a change in clothes.

Now here's John Laing.

ANNOUNCER:

Friends, for everything you want in a cigarette, switch to Lucky Strike. You see, there's no substitute for fine tobacco. Don't let anybody tell you different. And, L S M F T, Lucky Strike means fine tobacco. Yes, each and every Lucky Strike gives you complete smoking enjoyment. So today, try a carton of Lucky Strike. Find out for yourself that Luckies fine tobacco and quality of product always give you a better tasting smoke. Back now to Les Higbie.

HIGBIE:

Mr. Siggy Taylor of Minneapolis, reported to police today that his car was robbed of golf slacks, golf socks, golf shirt, and golf clubs. But, says Mr. Taylor, the chances are, the burglar will not be playing golf with those clubs because they're all left handed.

That's the news. I'll be back tomorrow at this same time.

ATX01 0021704

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, JULY 17, 1951

MIDDLE COMMERCIAL

LAING: Friends, for everything you want in a cigarette - switch to Lucky Strike. You see, there's no substitute for fine tobacco -- don't let anybody tell you different. And LS/MFT -- Lucky Strike means fine tobacco. Yes, each and every Lucky Strike gives you complete smoking enjoyment. So, today, try a carton of Lucky Strike! Find out for yourself that Luckies' fine tobacco and quality of product always give you a better tasting smoke. Back now to Les Higbie

ATX01 0021705

HIGBIE:

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7/17/51

ANNOUNCER:

You've been listening to Les Higbie and the news presented each week day at this same time by Lucky Strike, the cigarette that's famous for fine tobacco. Try a carton today. You'll agree, Luckies taste better than any other cigarette.

THIS IS THE MUTUAL BROADCASTING SYSTEM

ATX01 0021706

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, JULY 17, 1951

CLOSING BILLBOARD

LAING: You've been listening to Les Higbie and the News
 ... presented each week day at this same time by
 Lucky Strike -- the cigarette that's famous for
 fine tobacco. Try a carton today! You'll agree
 -- Luckies taste better than any other cigarette!

ATX01 0021707

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, July 18, 1951

Network:

Mutual

Broadcast: (not in New York)

~~Repeat: 10:55-11:00 AM PLST~~

2:00-2:05 PM EDST

(WOR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Items
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, JULY, 18, 1951

OPENING BILLBOARD

LAING: It's time for Les Higbie and the News --
 presented by Lucky Strike. Remember, fine
 tobacco and quality of product make Luckies
 the best tasting cigarette you ever smoked.
 So, get a carton of Luckies today! And now,
 from the Mutual News Room in New York ...
 Les Higbie ...

LES HIGBIE

JULY 18, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike. Remember, fine tobacco and quality of product make Luckies the best tasting cigarette you ever smoked. So get a carton of Luckies today. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

First a bulletin from London...Prime Minister Attlee may make another flying trip to Washington next month for top level talks on Anglo-American relations.

It's not official yet, but a late dispatch from Madrid, reports agreement on United States use of Air and Naval Bases in Spain in the event of war.

Generalissimo Franco, without explanation has suddenly canceled a speech he was scheduled to deliver at a children's school near the Spanish capital today. Informed sources there say a new Spanish cabinet will be announced in the next twenty four hours.

A British foreign office spokesman in London again denounces U.S.-Spanish military cooperation, charges the communists will make great propaganda capital of it.

In Washington, Secretary Acheson admits that the United States is split with Britain and France in the question, announces officially that Admiral Forrest B. Sherman's role in Madrid is to talk about the Franco government's part in defending western Europe.

And back in London, foreign secretary Herbert Morrison has told the House of Commons that Britain is now ready to take Greece and Turkey into the North Atlantic Pact organization.

ATX01 0021710

HIGBIE:

2

7/18/51

New moves are underway, says Secretary Acheson, to gain the release of Associated Press correspondent William Oatis, who is now languishing in a Czech communist prison. A reply is expected from Prague sometime this week.

Acheson also warns against the new Russian peace lullaby in a comment today on the English language magazine published in Moscow.

In Paris, French Finance Minister Maurice Petsche announces his failure to form a new coalition cabinet.

In New York City Federal Judge John F. McGohey says he'll set a trial date sometime this afternoon for seventeen of the twenty one indicted communist leaders.

Senate tax writers heard the National Grange urge a boost in individual income taxes by seven hundred fifty million dollars more than the House approved plan to add twelve and one half percent.

President Truman sent a letter to Vice President Barkley today, opposing an amendment to the tax bill which would boost the federal share of state payments to needy individuals.

The House has just adopted one hundred sixty to one hundred forty four, the coal amendment to the economic controls bill. Critics say it means higher meat prices, backers say it helps the small meat packer.

Maryland Senator Herbert O'Connor charges in the Senate that materials of military value to the communists are still moving into Red held China and into North Korea.

In London, the foreign office makes a formal expression of confidence in General Matthew Ridgway's conduct of the Korean cease fire talks. Next session nine o'clock tonight eastern daylight time.

ATK01 0021711

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, JULY 18, 1951

MIDDLE COMMERCIAL

LAING: Friends, there's a truly enjoyable difference in Lucky Strike because Luckies taste better than any other cigarette. You see, fine tobacco and only fine tobacco always gives you the complete enjoyment of better taste in every cigarette you smoke. Yes, in a cigarette it's the tobacco that counts -- and, LS/MFT ... Lucky Strike means fine tobacco. So the next time you buy cigarettes, ask for Lucky Strike. Find out for yourself that Luckies fine tobacco and quality of product give you a better tasting cigarette! And now back to Les Higbie

ATX01 0021712

HIGBIE:

3

7/18/51

President Truman in Washington has signed the twenty five million dollar emergency flood relief measure.

The nation's chief weatherman sees substantially dryer weather for Kansas and Missouri in the next month, but Saint Louis today is preparing for a forty foot crest on the Mississippi by Saturday.

For tonight's heavy weight title fight in Pittsburgh, Champion Ezzard Charles weighs in at one hundred eighty two pounds, the challenger, Jersey Joe Wolcott at one ninety four.

Now here's John Laing.

ANNOUNCER:

Friends, there's a truly enjoyable difference in Lucky Strike, because Luckies taste better than any other cigarette. You see, fine tobacco, and only fine tobacco always gives you the complete enjoyment of better taste in every cigarette you smoke. Yes, in a cigarette it's the tobacco that counts, and L S M F T, Lucky Strike means fine tobacco. So, the next time you buy cigarettes ask for Lucky Strike. Find out for yourself that Luckies fine tobacco and quality of product give you a better tasting cigarette. And now back to Les Higbie.

HIGBIE:

A new, and surprising gadget was unveiled in St. Louis today at the annual American Poultry-Hatchery convention. Chicken raiser Louis Harwood of Farmingdale, New Jersey, demonstrated eye glasses for chickens. The spectacles make the birds nearsighted and thus prevent them from pecking at each other.

That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday at this

ATX01 0021713

HIGBIE:

4

7/18/51

same time by Lucky Strike, the cigarette that tastes better, far better,
than any other cigarette you've ever smoked. So for complete smoking enjoyment
try a carton of Lucky Strike today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0021714

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, JULY 18, 1951

CLOSING BILLBOARD

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this same
 time by Lucky Strike -- the cigarette that
 tastes better -- far better than any other
 cigarette you've ever smoked. So for complete
 smoking enjoyment, try a carton of Lucky Strike
 today!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, July 19, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM ~~EDST~~
2:00-2:05 PM EDST
(WOR)

NO BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Items
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, JULY 19, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike ... the cigarette
 that tastes better than any other cigarette
 you've ever smoked! Today, try a carton of
 Luckies. And now, from the Mutual News Room
 in New York ... Les Higbie

ATX01 0021717

LES HIGBIE

JULY 19, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette that tastes better than any other cigarettes you've ever smoked. Today try a carton of Luckies. And now from the Mutual newsroom in New York - Les Higbie.

HIGBIE:

There are ominous overtones in the late dispatches from Korea. At Seoul a UN official says by tomorrow or Saturday the Chinese and North Koreans will have enough food and ammunition at the front lines to launch a full scale attack. Communist ground troops are more active near Kaesong. The Red radio at Pyongyang is continuing its new propaganda assault - calling for withdrawal of all foreign troops from Korea. The next truce negotiating session is set for eight o'clock tonight Eastern Daylight time but a press briefing officer at the truce camp below Kaesong says this session will mean agreement or an air of finality about the disagreement.

American policy toward Franco - Spain is being modified for military reasons. That's the word from President Truman's weekly news conference. Admiral Forrest P. Sherman's talks with Spanish leaders in Madrid, the chief executive says, are only preliminary.

Other Presidential comments today, Mr. Truman does not know what General Dwight D. Eisenhower plans to do about the 1952 Presidential election. There is no evidence he says that Soviet Russia has set off another atomic explosion since September 1949. Mr. Truman has the latest word in the running feud with Senator Paul Douglas over those Illinois Judgeships. The President, says the President, appoints Judges.

ATX01 0021718

Price boss Mike DiSalle sends a letter to chairman Brent Spence of the House Banking Committee, declaring that the House adopted cost - plus guaranteed profit amendment to the economic controls bill will destroy the entire price control program.

The National Security Council has put Canada on the exemption list from the prohibition against sending economic help to nations who trade with Russia or her satellites.

The Washington Star reports that a top Air Force general - the man who commanded the recent Eniwetok atomic tests - Lieutenant-General Pete Crisada, will resign from the service soon.

Senator Clyde Hoey's influence investigators heard three witnesses testify today - that they paid 52,000 dollars to a man labeled by Hoey as a professional confidence man. This without ever getting a government contract.

Experts at the Department of Agriculture have some assurances for the nation's housewives. There'll be no overall reduction in meat supplies they say but some prime cuts of beef will be harder to come by.

The U.S. Public Health Service announces a 50% jump in polio cases across the country in the past week. The third week in a row showing sizable increases.

In Detroit, striking auto workers at the Dodge Plant have voted to end their walkout.

Long Beach, California residents are sand-bagging their seashore homes against record high tides.

Heavy rainstorms in Syracuse, New York flooded streets and basements.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, JULY 19, 1951

MIDDLE COMMERCIAL

LAING: Friends, millions of smokers agree -- Luckies taste better than any other cigarette. Yes, every puff on a Lucky tastes smooth and mild because it takes fine tobacco to give you the enjoyment of a truly better-tasting cigarette. And LS/MFT -- Lucky Strike means fine tobacco. So pick up a carton of Lucky Strike today! And see for yourself that Luckies fine tobacco and quality of product give you a better tasting smoke! Back now to Les Higbie

ATX01 0021720

St. Louis awaits a forty and a half foot flood crest on the Mississippi due Sunday.

In Washington the National Geographic Society announces the departure tomorrow of a scientific expedition to the sub-artic regions of northern Canada - they'll explore one of the biggest craters ever discovered.

In London some two hundred Americans joined British society at Buckingham Palace. Queen Elizabeth was hostess at the second and last garden party of the royal social season.

Now here's John Laing.

LAING:

Friends millions of smokers agree Luckies taste better than any other cigarette. Yes, every puff on a Lucky tastes smooth and mild, because it takes fine tobacco to give you the enjoyment of a truly better tasting cigarette. And L S M F T - Lucky Strike means fine tobacco. So pick up a carton of Lucky Strike today and see for yourself that Luckies fine tobacco and quality of product give you a better tasting smoke. Back now to Les Higbie.

HIGBIE:

From St. Louis today we hear a problem of involved relationships - Mrs. Bennett Fifeler was granted a divorce and custody of her one year old daughter. Her parents had applied earlier for custody and adoption of the child with the consent of Mrs. Fifeler and her former husband. Thus if the adoption goes through Mrs. Fifeler will legally be the sister of her own daughter.

That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week-day at this same time by Lucky Strike. Friends for more smoking enjoyment be sure to

HIGBIE

-4-

7/19/51

pick up a carton of Lucky Strike today. You'll agree Luckies taste better than any other cigarette.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0021722

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, JULY 19, 1951

CLOSING BILLBOARD

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this same
 time by Lucky Strike. Friends, for more
 smoking enjoyment, be sure to pick up a carton
 of Lucky Strike today! You'll agree -- Luckies
 taste better than any other cigarette!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, July 20, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EDST
(not in New York)

Repeat: 10:55-11:00 AM PST
2:00-2:05 PM EDST
(WOR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Items
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, JULY 20, 1951

OPENING BILLBOARD

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike ... the cigarette
 that's famous for fine tobacco. Buy a carton
 of Luckies today, won't you? And now, from
 the Mutual News Room in New York ...
 Les Higbie ...

ATX01 0021725

LES HIGBIE

JULY 20, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. The cigarette that is famous for fine tobacco. Buy a carton of Luckies today, won't you. And now from the Mutual newsroom in New York - Les Higbie.

HIGBIE:

Late word from the Middle East identifies King Abdullah's assassin. He is Mustafa Shakia, described as a known terrorist, a former employee of the Grand Mufti of Jerusalem. And the killer himself was shot down and killed.

British leaders are gloomy about the assassination of Trans-Jordan's King, saying we've lost the best friend we had in the Arab states. Jordan's frontier with Palestine has been ordered closed. Martial law has been clamped down on the Arab held section of Jerusalem, where the murder took place. Abdullah's second son, Prince Nief has been named Regent. The cabinet has just ordered three months of official mourning.

The Senate Crime Committee discloses that one of its witnesses, Francis L. Smith of Atlantic City was warned not to testify or he'd be rubbed out. Smith told the committee today that he made a \$250 pay-off to New Jersey State Senator Frank Farley.

Other Senate investigators heard Samuel D. Mason of New York testify that he has filed no income tax returns since before 1929. Mason was named in earlier testimony as a confidence shark, who swindled thousands of dollars from five victims, promising to use his influence in Washington. Mason himself admits that he took thousands of dollars and the Senate influence probers have handed the case to government attorneys for possible prosecution.

ATX01 0021726

7/20/51

The Mississippi River has risen to 39.4 feet at St. Louis, due to crest at 40 and one half sometime Monday. Most of a twenty mile square area at the confluence of the Missouri and Mississippi Rivers is covered with a blanket of muddy, yellow water.

An American oil company launch, flying the Arabian flag has been fired on from the Iranian shore. Dispatches from neighboring Iraq say three rifle shots missed their target - no one was hurt. Two Americans were on board at the time, Sidney B. Smith of Bell Flower, California and M. B. Riley of Thousand Oaks, California.

Admiral Forrest P. Sherman reportedly told top British military leaders in London today that this country and Spain will conclude a direct military alliance in spite of British and French objections.

Paris complains that French authority in Morocco would thus be undermined.

The State Department reveals a radical change in the American position on Japanese reparations. Announcement of the formal invitations to fifty nations to take part in Japanese peace treaty ceremonies at San Francisco September 4th, includes a statement that makes it possible for the Philippines to receive reparations from Japan.

Copies of the proposed Japanese treaty were handed to Russia's Andrei Gromyko, in Moscow today.

At the Pentagon - new Army estimates of enemy casualties are released. For the period July 4th through July 13th says the Army, 10,616 Reds were killed, wounded or captured in Korea running the total since the beginning of the war to 1,213,000.

ATX01 0021727

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, JULY 20, 1951

MIDDLE COMMERCIAL

LAING: Friends, have you smoked a LUCKY lately?
Maybe you've been missing something. For
Luckies taste better than any other cigarette.
Yes, better because fine tobacco and quality
of product always give you mildness, richness
... truly better taste that add up to
complete smoking enjoyment. So, when you're
out today, be sure to pick up a carton of
better-tasting Lucky Strike cigarettes. Now,
back to Les Higbie ...

ATX01 0021728

HIGBIE

-3-

7/2/52

UN truce negotiators are ready to travel by amphibious ducks through mucky Korean roads to the delayed show-down session at Kaesong tonight.

Nine thousand CIO telephone workers walked off their jobs at Pacific, Telephone and Telegraph Installations in Nevada and northern California today to support their contract demands.

In Pittsburgh the big Allequippa works of the Johnson-Lockman Steel Company was closed down by a wildcat strike which idled more than twelve thousand.

Now here's John Laing.

ANNOUNCER:

Friends have you smoked a Lucky lately? Maybe you've been missing something. For Luckies taste better than any other cigarette. Yes, better because fine tobacco and quality of product always give you mildness, richness, truly better taste that add up to complete smoking enjoyment. So when you are out today be sure to pick up a carton of better tasting Lucky Strike cigarettes. Now back to Les Higbie.

HIGBIE:

Our final note today from Raynham, Massachusetts. The announcer at the Raynham Dog Racing Track brought down the house with his declaration over the public address system - Itchy Boy has been scratched in the fourth. That's the news, I'll be back Monday at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike. Now here's a tip to add to the week-end smoking enjoyment of you and your friends, pick up a carton or two of Lucky Strike, because Luckies taste better than any other cigarette. And now until Les Higbie returns next Monday, this is John Laing wishing you all a very pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATK01 0021729

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, JULY 20, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
News ... presented each week day at this same
time by Lucky Strike. Now, here's a tip to add
to the week-end smoking enjoyment of you and
your friends. Pick up a carton or two of
Lucky Strike because ... Luckies taste better
than any other cigarette. And now, until
Les Higbie returns next Monday, this is
John Laing, wishing you a pleasant week-end!

ATX01 0021730

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

8:55-9:00 AM EDST

(not in New York)

Broadcast

Monday, July 29, 1952

Mutual

Repeat: 10:55-11:00 AM PDST

2:00-2:05 PM EDST

(WOR)

DATE

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

AS BROADCAST

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, JULY 23, 1951

OPENING BILLBOARD

LAING:

It's time for Les Higbie and the News...
presented by Lucky Strike! Remember,
friends, a Lucky Strike is the best-tasting
cigarette you've ever put a match to ... try
a pack today! And now, from the Mutual News
Room in New York ... Les Higbie!

LES HIGBIE

JULY 23, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike. Remember friends, a Lucky Strike is the best tasting cigarette you've ever put a match to. Try a pack today. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Spending for military purposes must be almost doubled in the coming year. President Truman sent that warning to Congress today in his mid-year economic report. And reviewing the first six months of this year, the President noted that employment went up to more than 61-million, that production of goods and services jumped 5%, that prices leveled off, that wages continued to go up, that personal income increased by nearly 6-billion dollars.

Two top Republicans in the Senate, Taft and Millikin, told the Finance Committee that the budget cannot be balanced by slicing domestic, military, and foreign appropriations.

Senate crime investigators heard John J. Maloney, city commissioner of Covington, Kentucky testify that a member of the State Liquor Control Board approached him in February last year saying in effect, some of the boys in gambling have a plan of sharing profits with men in office and are willing to include you. His reply, says Maloney, was not interested.

Also from Washington comes the official announcement that the Czechoslovak government has turned down the State Department's flat demand for release of A.P. correspondent William Otis.

Twelve British oil workers in Iran are willing to stay on and work for the new nationalized company. A spokesman for the Iranian Oil Board in Teheran says they've

ATX01 0021733

written letters requesting jobs under the new setup.

The mediation mission of W. Averell Harriman shows signs of a major success in breaking the Anglo-Iranian deadlock.

President Truman talks this afternoon with Secretary of the Navy Francis Matthews about a successor to Admiral Forrest P. Sherman as Chief of Naval Operations.

At the Pentagon defense officials confirmed reports that Spain will send some military students to Annapolis and West Point.

This unconfirmed report is in from Hong Kong. Twenty five Russian advisers have taken command of highways and railroads along the Hong Kong border, says the Chinese press. Also from Hong Kong a report that allied ships are passing up that port to by-pass British export controls; instead are sailing directly to Communist-held Canton, China with embargoed goods.

Only light ground action is taking place in Korea, as truce negotiators prepare for the next session tomorrow night.

Guards have been ordered out on the Ile d'Yeu, off the French coast, to prevent any demonstrations. Former Marshal Henri Philippe Petain's funeral is scheduled for Wednesday morning.

Outside Paris, General Eisenhower opened his new headquarters today. On 60 acres, a group of one story pre-fab buildings the G.H.Q. of Western European defense. General Ike was pictured in Washington by returning members of the Senate Foreign Relations Committee as indispensable.

And another 4700 C.I.O. telephone workers on the west coast walked out today in Oregon.

Now, here's John Laing.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, JULY 23, 1951

MIDDLE COMMERCIAL

LAING:

Friends, have you smoked a LUCKY lately?
Maybe you've been missing something ...
because Luckies taste better than any other
cigarette. You see, in a cigarette it's
the tobacco that counts. Don't let anybody
tell you different. And -- LS/MFT --
Lucky Strike means fine tobacco. So
today, pick up a carton of Luckies and find
out for yourself that Luckies' fine tobacco
and quality of product always give you a
better tasting cigarette. And now, back
to Les Higbie ...

ATX01 0021735

ANNOUNCER:

Friends, have you smoked a Lucky lately? Maybe you've been missing something, because Luckies taste better than any other cigarette. You see, in a cigarette it's the tobacco that counts. Don't let anybody tell you different. And L S M F T. Lucky Strike means fine tobacco. So today pick up a carton of Luckies and find out for yourself that Luckies' fine tobacco and quality of product always give you a better tasting cigarette.

And now back to Les Higbie.

HIGBIE:

More rains have fallen on waterlogged sections of Missouri and Illinois, as the Mississippi's biggest flood in more than 100 years rolled southward from St. Louis. Army engineers say they think all major dikes will hold.

Now I'd like to bring you a special message. If anyone has ever wavered in his belief about the fortitude and spirit of Americans, the men, women and children in the stricken flood areas of Kansas and Missouri should be a shining example for a rebirth of confidence. Day and night without let-up, these courageous people have been digging through the debris and silt to erase the devastation of the nation's costliest flood. And even more important than the many individual examples of bravery in the face of great personal danger, has been the united effort of thousands. Working shoulder to shoulder they are rebuilding this vital part of our nation, and when their tasks are done, Kansas and Missouri will be greater and stronger than ever before. Let us all wish them luck and godspeed.

I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike, the cigarette that's famous for fine tobacco.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, JULY 23, 1951

CLOSING BILLBOARD

LEADING:

You've been listening to Les Higbie and
the News ... presented each week day at
this same time by Lucky Strike.

And remember, friends, -- Luckies taste
better than any other cigarette! So, today,
pick up a carton of Lucky Strike!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, July 24, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

AS BROADCAST

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, JULY 24, 1951

OPENING BILLBOARD

LAING:

It's time for Les Higbie and the News ...
presented by Lucky Strike -- the cigarette
that's famous for fine tobacco. For a
better-tasting smoke, switch to Lucky Strike
today! And now, from the Mutual News Room
in New York ... Les Higbie

ATX01 0021739

LES HIGBIE

JULY 24, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette that's famous for fine tobacco. For a better tasting smoke, switch to Lucky Strike today. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

A new basketball bribe scandal is charged today by New York district attorney Frank Hogan. Eight players from Bradley University in Peoria, Illinois, are accused by Hogan of throwing games during the past three years. He says they admit they took bribes. Only four of the eight are named by Hogan - All American Gene Melchior, Bill Mann, Aaron Freese, and Charles Grover. All four were on the Bradley squad last winter.

Radio Peiping charges an air invasion of Manchurian territory by eight U. S. jet fighters last weekend; claims that seven were shot down. This charge comes only a few hours before resumption of the Korean truce talks at Kaesong tonight.

Here are some late developments in Washington. Harry E. Winner, an employee of a Malden, Massachusetts rubber company, told the House Un-American Activities Committee that he is not now a Communist but he declined to say if he ever was.

Senator Henry Cabot Lodge, Jr., just back from Europe, told the Senate that a Congressional cut of the proposed five billion, two hundred million dollar military aid program for West Europe would be courting disaster.

A regional director of the General Services Administration says the government has eleven thousand extra desks on hand; that some of them are stored in cow barns, but that they will be used within three to five months.

The House Judiciary Committee has just approved a proposed Constitutional Amendment

ATK01 0021740

to abolish the Electoral College in picking the nation's President and Vice President.

Treasury Secretary John Snyder was quizzed by Washington reporters about the refusal of a group of Marshall, Texas housewives to withhold Social Security taxes from their domestic servants' wages. He'll answer the ladies' letter, says Snyder, but he adds, "I can't find anything in Emily Post that approves of corresponding with ladies through the newspapers."

In the Midwest flood zone, heavy rains north of St. Louis are keeping the Mississippi from receding as fast as was expected.

More than a thousand West Coast A.F. of L. electrical workers walked off their jobs today, running the number of telephone workers on strike in California, Nevada, Oregon, and Washington, to nearly 15,000.

No word yet from a British long range bomber flying across the North Pole. The Air Ministry in London says it's due to land at Fairbanks, Alaska at six o'clock tonight Eastern Daylight Time.

London dispatches report the naming of Lord Jollett as chief of a special mission to Iran to resume Anglo-Iranian oil talks.

Fighting has broken out between Jordan and Palestine Arabs, in a small town near the Trans-Jordan capital, according to late word from Damascus, Syria.

Britain's U. N. delegate, Sir Gladwyn Jebb is asking the U. N. Security Council to meet Thursday to take up British complaints that Egypt is interfering with ships going to and from Israel by way of the Suez Canal.

In Rome, Alcide DeGaspari has notified the Italian President that he will try and form a new cabinet.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, JULY 24, 1951

MIDDLE COMMERCIAL

LAING:

Friends, for everything you want in a
cigarette - switch to Lucky Strike. You
see, there's no substitute for fine tobacco
-- don't let anybody tell you different.
And LS/MFT -- Lucky Strike means fine
tobacco. Yes, each and every Lucky Strike
gives you complete smoking enjoyment.
So today, try a carton of Lucky Strike!
Find out for yourself that Luckies fine
tobacco and quality of product always give
you a better tasting smoke. Back now to
Les Higbie

ATX01 0021742

Now here's John Laing.

ANNOUNCER:

Friends, for everything you want in a cigarette, switch to Lucky Strikes. You see, there's no substitute for fine tobacco. Don't let anybody tell you different. And L S M F T. Lucky Strike means fine tobacco. Yes, each and every Lucky Strike gives you complete smoking enjoyment. So today try a carton of Lucky Strike. Find out for yourself that Luckie's fine tobacco and quality of product always give you a better tasting smoke. Back now to Les Higbie.

HIGBIE:

Several weird ocean discoveries are reported today from various parts of the world. Radio Moscow is boasting that Soviet scientists have found animal life five miles under the sea's surface - a black fish with big eyes and a head about 35 inches long. A Danish research ship claims the finding of animal life at six mile depths off the Philippines - seventeen sea anemones, two bivalves, and 61 sea cucumbers. While fishermen at Kodiak, Alaska called their discovery "The Thing." It's 30 feet long, has front feet like hands, no head, a whale's tail, yellow brown fur, and 45 inch feet. That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday at this same time by Lucky Strike, the cigarette that's famous for fine tobacco. Try a carton today. You'll agree Luckies taste better than any other cigarette.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, JULY 24, 1951

CLOSING BILLBOARD

LAING:

You've been listening to Les Higbie and
the News ... presented each week day at
this same time by Lucky Strike -- the
cigarette that's famous for fine tobacco.
Try a carton today! You'll agree --
Luckies taste better than any other
cigarette!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE _____
Broadcast: 8:55-9:00 AM EDST
Wednesday, July ~~New York~~ 1951 Mutual (not in New York)
Repeat: 10:55-11:00 AM EDT
2:00-2:05 PM EDT
(WOR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

AS BROADCAST

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, JULY 25, 1951

OPENING BILLBOARD

LAING:

It's time for Les Higbie and the News --
presented by Lucky Strike. Remember, fine
tobacco and quality of product make Luckies
the best tasting cigarette you ever smoked.
So, get a carton of Luckies today! And now,
from the Mutual News Room in New York ...
Les Higbie ...

LES HIGBIE

JULY 25, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike. Remember fine tobacco and quality of product make Luckies the best tasting cigarettes you've ever smoked. So get a carton of Luckies today. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

The college basketball scandal is spreading. An assistant in the New York District Attorney's office indicates there's been a double fix involving Bradley University of Peoria, and St. Joseph's of Philadelphia.

District Attorney Frank Hogan named William Walker, Carlo John Meusie, and Robert McDonald as the three players from the University of Toledo who admit they took bribes.

The St. Louis Post Dispatch prints this story. Chairman Bill Boyle, Jr. of the Democratic National Committee received \$8,000 from the American Lithofold Corporation a firm which later obtained a \$565,000 loan from the RFC.

It's an active day for official Washington. House Republicans at a special caucus have decided to support an amendment to the State Department Appropriation Bill which would have the effect of taking Secretary Acheson off the Federal payroll.

An attempt to slice 13-million dollars from the Agriculture Department money bill in the Senate has failed.

Members of the Senate Internal Security Sub-Committee heard Edward C. Carter reveal that Frederick Vanderbilt Field contributed some \$60,000 to the Institute of Pacific Relations over a period of several years. Carter, an I.P.R. trustee, testified that he wrote a letter in Field's behalf when the latter was trying to get an Army

ATX01 0021747

Intelligence commission in 1942.

Joint conferees on economic controls bills passed by both Houses decided today to throw out the provision which would forbid livestock slaughtering quotas.

President Truman sent these nominations to the Senate for confirmation: General Omar Bradley for another two year term as chairman of the Joint Chiefs of Staff; Thomas E. Whalen, a North Dakota Republican, to be Ambassador to Nicaragua; Capul Waynick to switch from the Nicaraguan Embassy to be Ambassador to Colombia.

Three top witnesses before the Senate Crime Committee last Spring, Frank Costello, Joe Adonis, and Frank Ericson, were indicted today by a Federal grand jury in New York, charged with contempt of the Senate.

For the first time since 1938 the Presidential railroad siding underneath the Waldorf-Astoria hotel in New York was used today by General of the Army Douglas MacArthur to board his special train for Boston. Tonight his address to the Massachusetts State Legislature will be broadcast by the Mutual network at 9:00 p.m. Eastern Daylight Time.

Reports from Communist sources reaching Hong Kong say the U. N. truce negotiators are demanding a division of north and south Korea far north of the 38th parallel.

At the allied truce camp below Kaesong, officials hope they may complete an agenda for actual cease-fire negotiations at the next session, which begins at midnight tonight.

Former French Premier George Bidault is trying to form a new cabinet in Paris.

And the impossible has been accomplished by two young Italian mountain climbers. They're reached the top of Mont Blanc from the southeast side - the first time that's been done in history.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, JULY 25, 1951

MIDDLE COMMERCIAL

LAING: Friends, there's a truly enjoyable difference in Lucky Strike because Luckies taste better than any other cigarette. You see, fine tobacco and only fine tobacco always gives you the complete enjoyment of better taste in every cigarette you smoke. Yes, in a cigarette it's the tobacco that counts -- and, LS/MFT ... Lucky Strike means fine tobacco. So the next time you buy cigarettes, ask for Lucky Strike. Find out for yourself that Luckies fine tobacco and quality of product give you a better tasting cigarette! And now back to Les Higbie

HIGBIE

3

7/25/51

At Fairbanks, Alaska, wing commander R. T. Frogley and his crew are ready to take off tomorrow morning for their return flight to Britain across the north pole.

Now here's John Laing.

ANNOUNCER:

Friends, there's a truly enjoyable difference in Lucky Strike, because Luckies taste better than any other cigarette. You see, fine tobacco and only fine tobacco always gives you the complete enjoyment of better taste in every cigarette you smoke. Yes, in a cigarette, it's the tobacco that counts. And L S M F T. Lucky Strike means fine tobacco. So the next time you buy cigarettes, ask for Lucky Strike. Find out for yourself that Luckies' fine tobacco and quality of product give you a better tasting cigarette.

And now back to Les Higbie.

HIGBIE:

This is an emergency. The President of the United States has asked you to help the flood stricken citizens of the Middle West through the American Red Cross. Five million dollars is needed now. Send your contributions to your local Red Cross chapter today.

I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike, the cigarette that tastes better, far better, than any other cigarette you've ever smoked. So for complete smoking enjoyment, try a carton of Lucky Strike today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATXO1 0021750

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, JULY 25, 1951

CLOSING BILLBOARD

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this
 same time by Lucky Strike -- the cigarette
 that tastes better -- far better than any other
 cigarette you've ever smoked. So for complete
 smoking enjoyment, try a carton of Lucky Strike
 today!

ATX01 0021751

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

8:55-9:00 AM EDST

DATE: Thursday, July 26, 1951

Network: Mutual

Broadcast:

(not in New York)

Repeat: 10:55-11:00 AM PDST

2:00-2:05 PM EDST

(WOR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

AS BROADCAST

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, JULY 26, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike ... the cigarette
 that tastes better than any other cigarette
 you've ever smoked! Today, try a carton of
 Luckies. And now, from the Mutual News Room
 in New York ... Les Higbie

ATX01 0021753

LES HIGBIE

JULY 26, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette that tastes better than any other cigarette you've ever smoked. Today, try a carton of Luckies. And now from the Mutual Newsroom in New York, Les Higbie.

HIGBIE:

A new roundup of so called secondary leaders of the American Communist Party is announced by F.B.I. chief J. Edgar Hoover. Eleven persons are in custody in New York, San Francisco, and Los Angeles. All of them says Hoover, have long been active in communist party work.

Frederick Vanderbilt Field refused in Washington to tell Senate Internal Security investigators whether he put up bail money for communist leaders arrested in previous roundups. The New York millionaire did say that he quit as U.S. agent for four Chinese Communist companies after Peking sent its troops into the Korean War. That he was offered an army intelligence commission in 1942, but it was blocked by someone he said, outside the army.

And General Eisenhower's Chief of Staff, Lieutenant General Alfred M. Grunther flies to Washington from Paris tomorrow for high level talks at the Pentagon, and for testimony on the foreign aid bill.

State Secretary Acheson foresees a need for twenty five billion dollars in aid for our allies in the next three years.

On Korea, he warned the Senate Foreign Relations Committee, that the danger is no less real than it was a month ago. The strategy of the Kremlin is the same. But he added, General Ridgway is alert to the threat of the enemy build-up

ATX01 0021754

HIGBIE:

2

7/26/51

in forces that has occurred during the truce talks.

At Kaesong, scene of those talks U.N. and Communist negotiators begin actual armistice discussions tonight on the five point agenda agreed to early today.

The Defense Department's latest weekly summary of American casualties shows an increase in the over-all total by five hundred eighty four, only two other summaries reported smaller increases for one week periods

A strike at the American Smelting and Refining Company in Utah says President Truman, is seriously affecting production of defense vital copper. He's ordered the Wage Stabilization Board to try and settle it.

At the Capitol, joint conferees on the Economic controls bills have given administration supporters another round.

Rent rollbacks to the level of May 24th to June 24th last year will be permitted in some critical defense areas.

Dan Kimball has a green light from the Senate Armed Services Committee for the job of Secretary of the Navy. His confirmation is recommended by the committee unanimously.

Also in Washington, ten Republicans and five Democrats in the House Public Works Committee outvoted their colleagues and pigeon holed again, the much disputed St. Lawrence Seaway Project.

More than twelve hundred price law violation cases are announced by the Department of Justice for possible prosecution.

Fighting broke out along the East-West sector borders in Berlin today when a group of young Reds held a pep rally at the border for a big Communist Youth

ATX01 0021755

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, JULY 26, 1951

MIDDLE COMMERCIAL

LAING: Friends, millions of smokers agree -- Luckies
 taste better than any other cigarette. Yes,
 every puff on a Lucky tastes smooth and mild
 because it takes fine tobacco to give you the
 enjoyment of a truly better-tasting cigarette,
 And LS/MFT -- Lucky Strike means fine tobacco.
 So pick up a carton of Lucky Strike today!
 And see for yourself that Luckies fine tobacco
 and quality of product give you a better
 tasting smoke! Back now to Les Higbie

HIGBIE:

3

7/26/51

Meeting next month.

Late Vienna dispatches say that the Czech Communist government has made new protests to the United States against radio free Europe. That those protests were included in the same envelope in which the Czechs wrote their latest refusal to release A.P. reporter William Oatis.

In London, there's a delay in the British Cabinet's decision about accepting Iran's terms for a resumption of talks on the middle eastern oil dispute.

Now here's John Laing.

ANNOUNCER:

Friends, millions of smokers agree Luckies taste better than any other cigarette. Yes, every puff in a Lucky tastes smooth and mild because it takes fine tobacco to give you the enjoyment of a truly better tasting cigarette, and L-S-M-F-T, Lucky Strike means fine tobacco. So pick up a carton of Lucky Strike today, and see for yourself that Luckies fine tobacco and quality of product give you a better tasting smoke. Back now to Les Higbie.

HIGBIE:

Two young citizens of Troy, New York, both age 11, are accused by police today of taking a car, loading it with canned food and cold cuts, speeding it at seventy miles per hour. Police quote one youngster as commenting, "You never would have caught us if I could have seen over the dashboard".

That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday at this same time by Lucky Strike. Friends for more smoking enjoyment be sure to pick up a carton of Lucky Strike today. You'll agree Luckies taste better than any other cigarette.

THIS IS THE MUTUAL BROADCASTING SYSTEM

ATX01 0021757

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, JULY 26, 1951

CLOSING BILLBOARD

LAING: You've been listening to Les Higbie and the
News ... presented each week day at this same
time by Lucky Strike. Friends, for more
smoking enjoyment, be sure to pick up a carton
of Lucky Strike today! You'll agree -- Luckies
taste better than any other cigarette!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE

Friday, July 27, 1956 ~~work~~ Mutual

Broadcast: 8:55-9:00 AM EDST

~~(not in New York)~~

Repeat: 10:55-11:00 AM PDST

2:00-2:05 PM EDST
(WOR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

AS BROADCAST

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, JULY 27, 1951

OPENING BILLBOARD

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike ... the cigarette
 that's famous for fine tobacco. Buy a carton
 of Luckies today, won't you? And now, from
 the Mutual News Room in New York ...
 Les Higbie ...

ATX01 0021760

LES HIGBIE

JULY 27, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette that's famous for fine tobacco. Buy a carton of Luckies today won't you? And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Defense Secretary Marshall expressed shock today at the way the American people reacted to Jacob Malik's truce proposal. Before the Senate Foreign Relations Committee Marshall made an indirect but obvious reference to his earlier criticism of a tendency to let down on our defense build-up. Presenting the Pentagon's case for the eight and a half billion dollar foreign aid bill, Marshall unveiled some higher figures on U.S. troops strength for Europe. Plans now call for three hundred forty thousand ground troops, fifty to sixty thousand airmen by the end of next year.

At the Pentagon, harsh words are spoken by the Army against the Chinese Reds. While a sizable unit of American airborne troops has been pulled back to Japan from Korea since the peace talks began, the Chinese Communists have been continuing a large build-up. In the same Army statement comes the first official admission that the UN offensive was halted by Washington order to show UN good faith.

The House has just voted an official end to the state of war with Germany to take effect following Senate action the moment the President signs the resolution.

Joint conferees on economic controls return momentarily to their job of compromising House and Senate bills. Only two major issues remain to be resolved.

ATX01 0021761

Manley Fleishman, newly installed Defense Production Administrator announces another five percent slash in production of cars, refrigerators and washing machines.

The city of Detroit celebrates its two hundred fiftieth anniversary tomorrow with an address on city hall steps in Cadillac Square by President Truman. Broadcast time on the Mutual Network - 1 P.M. Eastern Daylight time.

Armed police and Iranian soldiers are patrolling down town sections of Teheran to make certain Communist leaders obey a government edict against the big anti-western rally.

Interior Secretary Oscar Chapman flies back to Washington from Mexico City today - leaves for Canada soon. Reportedly to fill out details of an American program of oil self sufficiency.

White House Oil mediator Averell Harriman is flying to London for talks on the Anglo-Iranian dispute.

London announces too - that the British fleet has been augmented in the Persian Gulf near the oil fields in dispute.

In Karachi, Pakistan officials are calling up four national guard battalions just twenty four hours after India ordered up some forty thousand home guard forces.

The trans-channel swim season is on again. A Swedish bank clerk, Lars Worley jumped in on the French coast at nine o'clock this morning heading for the British shore across the English channel.

Bank robbers dressed in guard uniforms and halloween masks made off with some twelve thousand dollars from the Summerville Massachusetts Bank, as it opened this morning. They overlooked another ten thousand.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, JULY 27, 1951

MIDDLE COMMERCIAL

LAING: Friends, have you smoked a LUCKY lately?
Maybe you've been missing something. For
Luckies taste better than any other cigarette.
Yes, better because fine tobacco and quality
of product always give you mildness, richness
... truly better taste that add up to complete
smoking enjoyment. So, when you're out today,
be sure to pick up a carton of better-tasting
Lucky Strike cigarettes. Now, back to
Les Higbie ...

ATX01 0021763

HIGBIE

-3-

7/27/51

Results of a joint survey by the U.S. Department of Commerce and the American Medical Association are published today in Chicago. Small town doctors make more money than do those in large cities.

And the nationally known University of Kansas basketball coach Bob Allen comments today on the new fix scandal - the coaches he says are responsible.

Now here's John Laing.

ANNOUNCER:

Friends have you smoked a Lucky lately? Maybe you've been missing something, for Luckies taste better than any other cigarette. Yes, better because fine tobacco and quality of product always give you mildness, richness, truly better taste that add up to complete smoking enjoyment. So when you are out today, be sure to pick up a carton of better tasting, Lucky Strike cigarettes. And now back to Les Higbie.

HIGBIE:

The big story in Paris today overshadowing even the attempt by Maurice Petsch to form a cabinet is fashion. Fall and winter styles are on display. Materials are velvets, satins and taffetas. The predominate color scheme - combinations of black and white. Skirts are described as voluminous and to go with them as many pettycoats as grandmother wore.

That's the news, I'll be back Monday at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike. Now here's a tip to add to the weekend smoking enjoyment of you and your friends. Pick up a carton or two of Lucky Strike, because Luckies taste better than any other cigarette. And now until Les Higbie returns next Monday, this is John Laing wishing you a pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0021764

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, JULY 27, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this same
 time by Lucky Strike. Now, here's a tip to add
 to the week-end smoking enjoyment of you and
 your friends. Pick up a carton or two of
 Lucky Strike because ... Luckies taste better
 than any other cigarette. And now, until
 Les Higbie returns next Monday, this is
 John Laing, wishing you a pleasant week-end!

ATX01 0021765

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, July 30, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WCR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

AS BROADCAST

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, JULY 30, 1951

OPENING BILLBOARD

LAING:

It's time for Les Higbie and the News...
presented by Lucky Strike! Remember,
friends, a Lucky Strike is the best-tasting
cigarette you've ever put a match to ... try
a pack today! And now, from the Mutual News
Room in New York ... Les Higbie!

ATX01 0021767

The House of Representatives has just passed and sent to the White House the new economics control bill. Senator Capehart has introduced legislation in the Senate to permit livestock slaughtering quotas on beef.

Senator Carl Mundt of South Dakota says he would support a Southern Democrat as GOP Presidential Candidate next year.

At the Pentagon, assistant Defense Secretary Anna Rosenberg announces that one hundred thousand enlisted Army reservists will be released by the end of this year.

Two late Washington notes - stopgap money to operate federal agencies for the next sixty days has just been approved by the House Appropriations committee. The Senate Judiciary Committee approves three nominations to the subversive activities control board, but holds off on the nomination of Charles M. La Follette.

Berlin filed these reports. Three American vehicles and their passengers have been seized by Communist police along the East-West Sector border. Four Germans were convicted and sentenced to one year prison terms by an American court for trying to sell uranium in the Berlin black market.

And the West Berlin newspaper Telegraph says Eastern Germany's Communist Party has been purged of some twenty three hundred party members accused of Trotskyism.

The principle struggle in today's balloting in Israel for a new assembly finds Prime Minister Ben-Gurion's Mapai Party opposed by the General Zionists. Observers describe it as a contest between Ben-Gurion's mild Socialism and the Zionist's complete free enterprise economy.

In Athens King Paul has dissolved the Greek Parliament, has ordered a new general election September 9th.

A threat of a Communist walkout hangs over truce negotiators as they prepare for the next session at nine o'clock tonight in Kaesong, eastern daylight time.

Communist reporters dropped that hint in talks with allied correspondents today.

The Northern Philippine Island of Luzon was hit by a one hundred ten mile an hour typhoon today. The storm is heading west, northwest. Considerable damage is reported.

And India will string along with the United States and Britain on the Japanese Peace Treaty if some Indian suggestions for its revisions are approved. That's the word from New Delhi.

Now here's John Laing.

ANNOUNCER:

Friends have you smoked a Lucky lately? Maybe you've been missing something, because Luckies taste better than any other cigarette. You see in a cigarette it's the tobacco that counts. Don't let anybody tell you different. And L S M F T. Lucky Strike means fine tobacco. So today pick up a carton of Luckies and find out for yourself that Luckies fine tobacco and quality of product always give you a better tasting cigarette. And now back to Les Higbie.

HIGBIE:

There's no connection between two noteworthy arrivals in Singapore today but perhaps one is symbolic of the other. New York's Governor Thomas E. Dewey twice a GOP Presidential candidate, returns to that city tonight after touring Malayan bandit country. The other arrival a grey three ton baby elephant en route to Washington and the White House - a gift to the President from the King of Cambodia.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, JULY 30, 1951

MIDDLE COMMERCIAL

LAING:

Friends, have you smoked a LUCKY lately?
Maybe you've been missing something ...
because Luckies taste better than any other
cigarette. You see, in a cigarette it's
the tobacco that counts. Don't let anybody
tell you different. And -- LS/MFT --
Lucky Strike means fine tobacco. So
today, pick up a carton of Luckies and find
out for yourself that Luckies' fine tobacco
and quality of product always give you a
better tasting cigarette. And now, back
to Les Higbie ...

ATX01 0021770

HIGBIE

-4-

7/30/51

That's the news, I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday at this same time by Lucky Strike. And remember friends Luckies taste better than any other cigarette. So today pick up a carton of Lucky Strike.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0021771

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, JULY 30, 1951

CLOSING BILLBOARD

LAING:

You've been listening to Les Higbie and
the News ... presented each week day at
this same time by Lucky Strike.
And remember, friends, -- Luckies taste
better than any other cigarette! So, today,
pick up a carton of Lucky Strike!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

8:55-9:00 AM EDST

DATE Tuesday, July 31, 1951

Network: Mutual

Broadcast: (not in New York)

Repeat: ~~10:55-11:00 AM PDST~~

2:00-2:05 PM EDST

(WOR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

AS BROADCAST

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, JULY 31, 1951

OPENING BILLBOARD

LAING:

It's time for Les Higbie and the News ...
presented by Lucky Strike -- the cigarette
that's famous for fine tobacco. For a
better-tasting smoke, switch to Lucky Strike
today! And now, from the Mutual News Room
in New York ... Les Higbie

ATX01 0021774

LES HIGBIE

JULY 31, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette that's famous for fine tobacco. For a better tasting smoke, switch to Lucky Strike today. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Small quantities of super explosive for the hydrogen bomb have been produced under direction of the UN Atomic Energy Commission. The AEC's tenth semi-annual report just out says small amounts of the slow forming by-product Helium 3, are now available for experimental purposes. But in response to the question - what progress is being made to determine the feasibility of the H-bomb - Chairman Gordon Dean declines comment.

Alexander Barmine, once a Brigadier General in Russian Intelligence, now working for the Voice of America, told Senator Pat McCarran's Internal Security Sub-Committee today that Owen Lattimore and Joseph Barnes were once referred to by his Soviet superior as "our men". His assumption, says Barmine, was that the Moscow intelligence chief meant they were members of the Soviet military intelligence apparatus. He fled Russia in 1937, Barmine testified, to save his own life. Later he became a naturalized American citizen after serving in the World War Two American army as a private.

Monitors of the Red controlled radio in Indo China say that the Viet Nam rebels are calling for Indo-Chinese peace negotiations.

Later word on the assassination of the South Viet Nam Governor near Saigon this morning - a French General and several other French officers were also killed when a Communist terrorist threw a grenade at them.

ATX01 0021775

7/31/51

None of the cease fire lines now under discussion are acceptable to the South Korean government as a permanent border. The Republic of Korea Foreign Minister made that declaration to the National Assembly today at Pusan, the temporary capital.

Officials at both the Pentagon and State Department are keeping a tight silence on the current stalemate in the truce talks.

Along the battlefield UN officers report a marked slackening of Communist opposition. The first air drop of emergency supplies to UN forces since the middle of June is announced at 10th Air Force Headquarters.

Back in Washington, Representative Celler's House Monopoly investigators currently studying baseball's much disputed reserve clause found themselves sidetracked today. National League President Ford Frick was asked if he thinks he has Leo Durocher under control. Said Frick, "For the sake of posterity I refuse to answer". New York's representative Ken Keating commented that Durocher has improved since he left the Brooklyn Dodgers. Chairman Celler, a native of Brooklyn, shot back - "The Dodgers have improved since Leo left".

On a serious note Chairman Celler warned later that the major leagues must permit teams west of the Mississippi to avoid anti trust action.

The salaries of baseball players and other professional athletes got some attention elsewhere. The Wage Stabilization Board has appointed a special panel to rule on those salaries. Its members will be Ty Cobb, sports writer John Kieran and the University of Maryland's President Harry C. Byrd.

No action yet at the White House on the Economic Controls Bill which President Truman must sign by nightfall or watch all controls expire.

And representatives of the National Automobile Dealers Association urged the Senate

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, JULY 31, 1951

MIDDLE COMMERCIAL

LAING:

Friends, for everything you want in a
cigarette - switch to Lucky Strike. You
see, there's no substitute for fine tobacco
-- don't let anybody tell you different.
And LS/MFT -- Lucky Strike means fine
tobacco. Yes, each and every Lucky Strike
gives you complete smoking enjoyment.
So today, try a carton of Lucky Strike!
Find out for yourself that Luckies fine
tobacco and quality of product always give
you a better tasting smoke. Back now to
Les Higbie

ATX01 0021777

Finance Committee today to hold off on voting higher taxes on cars.

Assistant New York District Attorney Vincent O'Connor today named 33-year-old Jack Rubenstein as vital link in a basketball fix mob.

Now, here's John Laing.

ANNOUNCER:

Friends, for everything you want in a cigarette, switch to Lucky Strike. You see there's no substitute for fine tobacco, don't let anybody tell you different. And LSMFT - Lucky Strike Means Fine Tobacco. Yes, each and every Lucky Strike gives you complete smoking enjoyment. So today try a carton of Lucky Strike. Find out for yourself that Luckies' fine tobacco and quality product always gives you a better tasting smoke. Back now to Les Higbie.

HIGBIE:

Mrs. Lester Davidson of Detroit contracted to have her house painted. Three sides were done when her neighbor declined permission to the painters to put up ladders on his property. He claimed that his lot line ran up to 15 inches from her house. Today Mrs. Davidson put up this sign in her front yard - Wanted, one helicopter or sky hook to paint other side of house.

That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each week day at this same time by Lucky Strike, the cigarette that's famous for its fine tobacco. Try a carton today, you'll agree Luckies taste better than any other cigarette.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, JULY 31, 1951

CLOSING BILLBOARD

LAING:

You've been listening to Les Higbie and
the News ... presented each week day at
this same time by Lucky Strike -- the
cigarette that's famous for fine tobacco.
Try a carton today! You'll agree --
Luckies taste better than any other
cigarette!

ATX01 0021779

ATX01 0021780

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

8:55-9:00 AM EDST

Mutual

Broadcast:

(not in New York)

DATE Wednesday, August 1, 1951

Network:

Repeat:

~~10:55-11:00 AM EDST~~

2:00-2:05 PM EDST

(WOR)

- I. Opening Billboard and brief commercial.
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

AS BROADCAST

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, AUG: 15, 1951

OPENING BILLBOARD

LAING:

It's time for Les Higbie and the News --
presented by Lucky Strike. Remember, fine
tobacco and quality of product make Luckies
the best tasting cigarette you ever smoked.
So, get a carton of Luckies today! And now,
from the Mutual News Room in New York ...
Les Higbie ...

LES HIGBIE

AUGUST 1, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Remember - fine tobacco and quality of product make Luckies the best tasting cigarette you ever smoked. So get a carton of Luckies today. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

A buffer zone along the 38th parallel in Korea is not acceptable to the United States. That flat assertion comes today from Secretary of State Dean Acheson in Washington.

At Pusan South Korea's foreign minister says bluntly - a peaceful settlement cannot be obtained.

At Taipeh, Formosa, Chinese Nationalist sources say there will be an all-out Red Chinese offensive early in September.

A Communist correspondent at Kaesong says that the Reds will compromise on the issue of a buffer zone.

The next and possibly decisive meeting at Kaesong is set for ten o'clock tonight, Eastern Daylight time.

Secretary Acheson indicates too that new moves against Communist Czechoslovakia are in the works because of the imprisonment of American reporter William Oatis. His case, says the State Secretary, is of the utmost importance to our government and to our people.

Latest American casualty figures released at the Pentagon show an increase of 356 over last week's summary.

ATX01 0021783

HIGBIE

-2-

8/1/51

Also at the Pentagon, the October draft call is announced. Thirty-six thousand for the Army, five thousand for the U.S. Marine Corps.

Britain is making atomic bombs. A spokesman for the Ministry of Supply in London confirms that report but declines comment on possible tests to be held in Australia soon.

Wholesale food prices are up one cent to six dollars and ninety-one cents on the Dun & Bradstreet Index published today.

Meantime we have this warning from the Department of Agriculture: An 18% decline in butter production the first six months of this year may mean a butter shortage by Fall.

Also in Washington: The Senate approved and sent to the White House the measure granting Federal help for temporary housing for Missouri-Oklahoma-Kansas flood victims.

Senator William Fulbright, Chairman of the Influence Probers says he thinks there should be an inquiry into reports that Democratic National Chairman Bill Boyle received a fee linked to an RFC loan.

The Army announced the return to their rightful owners in Germany of the fabulous collection of Hesse jewels, stolen by an Army officer and his WAC wife several years ago.

Here's a contrast in trolley fares. Chicago streetcar rides today went up to 17 cents. In Seoul, Korea, streetcars are running again in that liberated city. The fare, one-sixth of a cent.

In San Francisco the picturesque cable cars of the California Street Cable Railroad were halted today because the company was unable to renew its public liability insurance.

ATK01 0021784

HIGBIE

-3-

8/1/51

Sabotage is reported on a railroad serving suburban Buenos Aires. Many railway workers are under arrest after an explosion ripped out a bridge and track sections.

That statement by British Foreign Minister Herbert Morrison was published in Pravda today along with a lengthy Communist reply. A Russian controlled East German news agency did this - used 109 words of Morrison's 1500 word statement, sent out Pravda's 3,000 word reply in full.

Now here's John Laing...

ANNOUNCER:

Friends, there's a truly enjoyable difference in Lucky Strike because Luckies taste better than any other cigarette. You see fine tobacco and only fine tobacco always gives you the complete enjoyment of better taste in every cigarette you smoke. Yes, in a cigarette it's the tobacco that counts. And LSMFT, Lucky Strike Means Fine Tobacco. So the next time you buy cigarettes, ask for Lucky Strike. Find out for yourself that Luckies' fine tobacco and quality of product give you a better tasting cigarette. And now back to Les Higbie.

HIGBIE:

Gertrude Fritch, an apprentice sailor on board a Soviet zone fishing boat writes this note to an East Berlin Communist paper today: "Our law promises me equality with the male sailors, but when our nets are torn by a stone or we run into a storm what happens? The men blame me. It's all that old superstition which should have no place in our progressive state." Thus Communist doctrine seems to be running afoul an old sailor's tradition in East Germany.

That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike, the cigarette that tastes better, far better than any other cigarette you've ever smoked. So for complete smoking enjoyment, try a carton of Lucky Strike today. THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0021785

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, AUG. 1, 1951

MIDDLE COMMERCIAL

LAING: Friends, there's a truly enjoyable difference in Lucky Strike because Luckies taste better than any other cigarette. You see, fine tobacco and only fine tobacco always gives you the complete enjoyment of better taste in every cigarette you smoke. Yes, in a cigarette it's the tobacco that counts -- and, LS/MFT ... Lucky Strike means fine tobacco. So the next time you buy cigarettes, ask for Lucky Strike. Find out for yourself that Luckies fine tobacco and quality of product give you a better tasting cigarette! And now back to Les Higbie

ATX01 0021786

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, AUG. 1, 1951

CLOSING BILLBOARD

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this
 same time by Lucky Strike -- the cigarette
 that tastes better -- far better than any other
 cigarette you've ever smoked. So for complete
 smoking enjoyment, try a carton of Lucky Strike
 today!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES 8:55-9:00 AM EDST
(not in New York)

Thursday, Aug. 2, 1951 Network: Mutual Broadcast Repeat: 10:55-11:00 AM PDST

DATE _____

2:00-2:05 PM EDST
(WCR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

AS BROADCAST

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, AUG. 2, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike ... the cigarette
 that tastes better than any other cigarette
 you've ever smoked! Today, try a carton of
 Luckies. And now, from the Mutual News Room
 in New York ... Les Higbie

RTX01 0021789

LES HIGBIE

AUGUST 2, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette that tastes better than any other cigarette you've ever smoked. Today try a carton of luckies. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Reports just in from Edmonton, Alberta raised the possibility that a Korean air lift plane, missing two weeks with 38 persons on board, has been found. Two Royal Canadian Air Force search planes took off from White Horse in the Yukon territory to check on the reported sighting of wreckage of a large silver-colored aircraft.

Metal filings have been discovered in the oil tanks of a plane that was to have carried Marshall Plan official Robert Blum to Thailand from Saigon, Indo-China.

A French air transport crashed at Saigon air field today, killing six, injuring seven others.

U. S. sources are quoted in Saigon dispatches as saying they think Communist agents are responsible for both events.

No indication what the next move will be in the Korean truce talks, but observers on the scene say they seem headed for a breakdown. Another meeting is set for nine o'clock tonight, Eastern Daylight Time.

The sudden appearance of four British destroyers off the oil center of Abadan, Iran, has stirred up new Iranian resentment; may cause a breakdown in the proposed Anglo-Iranian oil talks even before they resume.

But in London the British Foreign Office says it's hoped the Stokes mission can leave tomorrow for Teheran, after this morning's unexplained postponement.

ATK01 0021790

From Bonn, capital of West Germany, comes the report that a Russian soldier has deserted from the East Zone to British authorities in Lower Saxony, expressing hate of the Soviet regime.

In Stockholm, preliminary hearings by Swedish authorities, show that mutiny aboard a Polish minesweeper involved 16 crewmen who locked their officers in their cabins.

In Washington, Hedda Massing, the self confessed former Soviet spy and one-time wife of Gerhart Eisler, put two names before the Senate Internal Security investigators. She testified that she recruited for her spy apparatus in the 1930's Noel Field, who vanished behind the Iron Curtain after World War II, and Lawrence Duggan who jumped or fell to his death from a New York hotel room in 1948.

No change is contemplated in the policies of the late Admiral Forrest P. Sherman. That's the promise in Norfolk today by Sherman's successor as Chief of Naval Operations, Admiral William Fechteler. Without a top-flight air arm, he says, the Navy is totally inadequate to do its job.

Some of the Navy's merchant ships are being armed, but it's not the result of any change in the present world situation. So reads the official announcement released at the Pentagon.

Thirty nine aliens freed recently on \$110,000 bail put up by the Civil Rights Congress are ordered arrested again by the Department of Justice.

President Truman and Bernard Baruch both have further comments on General Eisenhower as a political candidate. Elder statesman Baruch, just back in New York, declares that those who divert Ike's attention from his job in Europe are doing a disservice to their country.

At his news conference in Washington, President Truman declines direct comment on Baruch's statement, but says Ike is free to come home and run for President next

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, AUG. 2, 1951

MIDDLE COMMERCIAL

LAING: Friends, millions of smokers agree -- Luckies taste better than any other cigarette. Yes, every puff on a Lucky tastes smooth and mild because it takes fine tobacco to give you the enjoyment of a truly better-tasting cigarette, And LS/MFT -- Lucky Strike means fine tobacco. So pick up a carton of Lucky Strike today! And see for yourself that Luckies fine tobacco and quality of product give you a better tasting smoke! Back now to Les Higbie

year, if he wants to.

Other highlights of the President's weekly crossfire with Washington reporters - he has no plans now for a whistle stop tour. He'll fly to San Francisco September 4th to open the Japanese peace treaty conference.

Now here's John Laing.

ANNOUNCER:

Friends, millions of smokers agree Luckies taste better than any other cigarette. Yes, every puff on a Lucky tastes smooth and mild, because it takes fine tobacco to give you the enjoyment of a truly better tasting cigarette. And L S M F T. Lucky Strike means fine tobacco. So pick up a carton of Lucky Strike today and see for yourself that Luckies' fine tobacco and quality of product give you a better tasting smoke.

Back now to Les Higbie.

HIGBIE:

Another report today from Detroit on Mrs. Lester Davidson's housepainting problems. She advertised for a helicopter or sky hook to paint one side of her house, when her neighbor declined to permit the painters to put up the ladder on his property. But a new survey of the lot line adds three inches to her property. That means there's now room enough to put up the ladder. That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike. Friends, for more smoking enjoyment, be sure to pick up a carton of Lucky Strike today. You'll agree Luckies taste better than any other cigarette.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, AUG. 2, 1951

CLOSING BILLBOARD

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this same
 time by Lucky Strike. Friends, for more
 smoking enjoyment, be sure to pick up a carton
 of Lucky Strike today! You'll agree -- Luckies
 taste better than any other cigarette!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES 8:55-9:00 AM EDST

DATE Friday, August 3, 1951

Network:

Mutual

Broadcast

(not in New York)

Repeat

10:55-11:00 AM PDST

2:00-2:05 PM EDST

(WOR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

NO BROADCAST

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, AUG. 3, 1951

OPENING BILLBOARD

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike ... the cigarette
 that's famous for fine tobacco. Buy a carton
 of Luckies today, won't you? And now, from
 the Mutual News Room in New York ...
 Les Higbie ...

LES HIGBIE

AUGUST 3, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette that's famous for fine tobacco. Buy a carton of Luckies today, won't you? And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

The Pentagon makes this shocking announcement today. Ninety West Point cadets have discharged from the military academy for receiving outside assistance in academic work. This most severe disciplinary step ever taken in the history of a service school is confirmed by Army Secretary Frank Pace, and the official announcement says President Truman approved the action.

Included in the list of those summarily expelled, says the Army, are cadets who are prominent in various activities, including varsity football.

Also in Washington, the Wage Stabilization Board without dissent recommends that all workers be permitted cost of living wage increases rather than only those who have escalator clauses in their union contracts.

The State Department releases an explanation of that reported million dollar letter of credit said to have been transferred to a New York bank from Mexico City by Ambassador William O'Dwyer. The draft in question, says the department, was made out to O'Dwyer from the Mexican government and was in payment for lend-lease goods.

A new factor reportedly is introduced in the Korean peace talks. Reliable sources at the advance truce camp say U.N. negotiators are demanding a truce line far north of the present battle lines.

Along those lines, meanwhile, a four and a half hour battle has taken place only nine miles from Kaesong.

ATX01 0021797

New Pentagon estimates of enemy casualties in Korea are out. The total through July 23rd - one million, two hundred twenty eight thousand, eight hundred fifty four.

Senator Paul Douglas of Illinois expresses surprise outside his capital office when confronted by reporters with word that the White House seeks to compromise that dispute over judgeships.

The Maryland election campaign last fall receives bitter words in the Senate Election Sub-committee's report turned over to the full Rules Committee today. Despicable and back-street are the words used to describe the campaign carried out on behalf of the winner, Republican John Marshall Butler.

U. S. Air Force headquarters in Europe announces that search planes are hunting two Navy jet fighters missing in the Mediterranean area.

Fifty mile an hour winds are boiling up in the South Atlantic, 500 miles southeast of Bermuda.

In northern California forest land a fire is still out of control, has burned over 15,000 acres in the Modoc National Forest.

London announces officially that Princess Elizabeth and the Duke of Edinburgh have accepted President Truman's invitation to visit Washington October 24th to October 26th. They'll stay at Blair House as the Trumans' guests.

A dramatic escape story is told in Sweden by four more Poles who fled their country to seek political asylum, landed at Malmo Airport this morning. Their stolen plane was bullet-scarred from a gunfight with Polish military guards as they took off, and from attacks by pursuing Polish military aircraft.

In Washington, Interior Secretary Oscar Chapman warns of possible fuel oil shortages in the United States this coming winter because of the Iranian oil crisis. Britain's

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, AUG. 3, 1951

MIDDLE COMMERCIAL

LAING: Friends, have you smoked a LUCKY lately?
Maybe you've been missing something. For
Luckies taste better than any other cigarette.
Yes, better because fine tobacco and quality
of product always give you mildness, richness
... truly better taste that add up to complete
smoking enjoyment. So, when you're out today,
be sure to pick up a carton of better-tasting
Lucky Strike cigarettes. Now, back to
Les Higbie ...

oil mission flying to Teheran for a resumption of talks, will meet with Premier Mossadegh Sunday morning, says Lord Privy Seal Richard Stokes.

Now here's John Laing.

ANNOUNCER:

Friends, have you smoked a Lucky lately? Maybe you've been missing something, for Luckies taste better than any other cigarette. Yes, better, because fine tobacco and quality of product always give you mildness, richness, truly better taste, that add up to complete smoking enjoyment. So when you're out today be sure to pick up a carton of better tasting Lucky Strike cigarettes. And now back to Les Higbie.

HIGBIE:

The current hot spell is letting up in some parts of the country, but more heat and humidity are in the cards, says the weatherman, for southern and western states. For residents of those areas, we have this advice proffered today by Dr. Wilhelm Finard a Boston University psychologist. Live with the universe, hot and humid though it may be, rather than rebel against it. Live in harmony with your environment, rejoicing in your unity with it. That's the news. I'll be back Monday at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday at this same time by Lucky Strike. Now here's a tip to add to the weekend smoking enjoyment of you and your friends. Pick up a carton or two of Lucky Strike, because Luckies taste better than any other cigarette. And now until Les Higbie returns next Monday, this is John Laing wishing you a very pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, AUG. 3, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this same
 time by Lucky Strike. Now, here's a tip to add
 to the week-end smoking enjoyment of you and
 your friends. Pick up a carton or two of
 Lucky Strike because ... Luckies taste better
 than any other cigarette. And now, until
 Les Higbie returns next Monday, this is
 John Laing, wishing you a pleasant week-end!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, August 6, 1951

Network: Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, AUGUST 6, 1951
OPENING BILLBOARD

LAING:

It's time for Les Higbie and the News...
presented by Lucky Strike! Remember,
friends, a Lucky Strike is the best-tasting
cigarette you've ever put a match to ... try
a pack today! And now, from the Mutual News
Room in New York ... Les Higbie!

ATX01 0021803

LES HIGBIE

AUGUST 7, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette that's famous for fine tobacco. For a better tasting smoke switch to Lucky Strike today. And now, from the Mutual Newsroom in New York, Les Higbie.

HIGBIE:

U.S. officials today tagged the new Soviet peace pact proposal a propaganda trap. At the State Department spokesman Mike McDermott announces this first official American reaction to the letter sent last night to President Truman by the Soviet President Nikolai Shvernik.

In New York hopes have just been dashed that we might see a new high commissioner of Baseball picked today. Word comes out of the major league club owners meeting that there'll be no election of a commissioner today. At the Baseball monopoly hearings in Washington, former minor leaguer Ross Horning urges a change in the much disputed reserve clause. He says, clubs with less money can then buy bench warmers from the stronger clubs.

Former Deputy Secretary of Defense Stephen T. Early was rushed to a hospital in Washington suffering from severe stomach pains. No word yet on the exact nature of his illness.

Republican Congressman Wilson D. Gillette, who has represented Pennsylvania's fourteenth district for ten years, died today at his home in Towanda, Pennsylvania at the age of seventy one.

A Red Cross spokesman in Washington says flood contributions follow the headlines. And at the Pentagon, Defense officials bear him out, with the announcement that contributions to the blood plasma reserve are off one third since the Kaesong

ATX01 0021804

HIGBIE:

2

8/7/51

truce talks began. No reply official or otherwise from the Reds as yet to General Ridgway's new ultimatum demanding absolute guarantees of neutralization of the Kaesong area.

And the ground fighting in Korea has slackened off so sharply that eighth army headquarters says it will no longer issue an evening communique.

Chairman Carl Vinson, of the House Armed Services Committee in Washington came out today for a one hundred sixty three group Air Force and the building of two more Navy super carriers. He'll introduce legislation to authorize these additions at once, says Vinson, and his committee will begin hearings shortly.

More Cadets face expulsion from West Point. Major General Frederick A. Irving, Superintendent of the Military Academy, told reporters today that twenty nine additional Cadets are under investigation, each accused by someone in the list of ninety already ordered dismissed. General Irving also makes it clear that Army will field a football team this year, the nineteen fifty one schedule, he says, will be played.

University of Washington Professor Dr. Karl Wittfogel himself a former German Communist told Senate Internal Security investigators that he believed Michael Greenberg, a former White House aide was an organized communist. In the continuing crime hearings, Captain Harry MacElroy head of the Pennsylvania State Police Criminal Identification Division named missing witness Louis Cohen as ~~kingpin~~ of a thirty million dollar annual lottery racket in that state.

In San Francisco, accordionist Dick Contino heard the bad word. He was sentenced to six months in prison and fined ten thousand dollars for evading the draft.

From the vast tent city in East Berlin where thousands of young communists are living while they attend the youth festival, thirty six cases of Typhoid Fever

ATX01 0021805

HIGBIE:

3

8/7/51

are reported. West Berliners are ordered to boil their drinking water.

Now here's John Laing.

ANNOUNCER:

Friends, for everything you want in a cigarette switch to Lucky Strike. You see, there's no substitute for fine tobacco. Don't let anybody tell you different, and L S M F T, Lucky Strike means fine tobacco. Yes, each and every Lucky Strike gives you complete smoking enjoyment. So today try a carton of Lucky Strike. Find out for yourself that Luckies fine tobacco and quality of product always give you a better tasting smoke. Back now to Les Higbie.

HIGBIE:

Albany, Georgia city officials are faced with an uproar over Ralph the Lion. If they send him back to the zoo, residents who live nearby will complain again. If they keep him in a special cage at the City Dump, Lion lovers will then complain. The City Council is bombarded with letters from both sides. Best suggestion received so far to equip Ralph with a head-gear and turn his roars back into his own ears.

That's the news, I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike, the cigarette that's famous for fine tobacco. Try a carton today. You'll agree Luckies taste better than any other cigarette.

THIS IS THE MUTUAL BROADCASTING SYSTEM

ATX01 0021806

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, AUGUST 6, 1951
MIDDLE COMMERCIAL

LAING:

Friends, have you smoked a LUCKY lately?
Maybe you've been missing something ...
- because Luckies taste better than any other
cigarette. You see, in a cigarette it's
the tobacco that counts. Don't let anybody
tell you different. And -- LS/MFT --
Lucky Strike means fine tobacco. So
today, pick up a carton of Luckies and find
out for yourself that Luckies' fine tobacco
and quality of product always give you a
better tasting cigarette. And now, back
to Les Higbie ...

BTX01 0021807

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, AUGUST 6, 1951

CLOSING BILLBOARD

LAING:

You've been listening to Les Higbie and
the News ... presented each week day at
this same time by Lucky Strike.

And remember, friends, -- Luckies taste
better than any other cigarette! So, today,
pick up a carton of Lucky Strike!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

8:55-9:00 AM EDST

Mutual

(not in New York)

DATE Tuesday, August 7, 1951 Network:

Broadcast:

Repeat:

10:55-11:00 AM PDST

2:00-2:05 PM EDST

(WOR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

AS ANNOUNCED

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, AUGUST 7, 1951

OPENING BILLBOARD

LAING:

It's time for Les Higbie and the News ...
presented by Lucky Strike -- the cigarette
that's famous for fine tobacco. For a
better-tasting smoke, switch to Lucky Strike
today! And now, from the Mutual News Room
in New York ... Les Higbie

ATX01 0021810

LES HIGBIE

AUGUST 6, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike. Remember, friends, a Lucky Strike is the best tasting cigarette you ever put a match to. Try a pack today. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

A bulletin just in - U. S. Navy district headquarters at Seattle says a Navy patrol bomber has crashed into Puget Sound; that all nine crewmen on board are believed lost.

Correspondents are waiting at Tokyo supreme headquarters for an expected announcement by General Ridgway that the Korean truce talks are on again, but the next actual negotiating session is not expected until Wednesday at the earliest.

Army's head football coach, Red Blake, says he may make a statement this afternoon on the West Point cribbing scandal which reportedly will take away all but one of his 1951 starting line-up.

In Congress, Wisconsin Republican Reed Murray calls for a cooling off period; introduces a bill to prevent any of the dismissals until all of the facts can be ascertained.

Two public officials recently mentioned as possibilities for the High Commissioner-ship of baseball are taking themselves out of the running. Ohio's governor Frank J. Lausche suggests George Taubman, chief of the minor leagues, for the post. Colorado Senator Big Ed Johnson declares flatly, "I know I will not be named."

The deposed Commissioner, A. B. "Happy" Chandler, tells House monopoly probers he thinks anyone under present conditions would be stupid to take the job.

Democratic National Chairman Bill Boyle called on President Truman at his White House

ATX01 0021811

office today, came out to tell reporters that he's not quitting that post, as charges linking him to an effort to gain control of a Cuban nickel plant are pure fabrication, that he has never wielded improper influence on government loans or other matters.

The House takes up Wednesday this week the record breaking 56-billion dollar military budget, reported out today by the House Appropriations Committee. Thirty billion of that amount is earmarked for planes, tanks, ships, and other military hard goods.

President Truman writes a lengthy letter to CIO President Philip Murray in response to Murray's appeal for stronger efforts in support of a Missouri Valley Authority. Says Mr. Truman, "It will take the election of more forward looking liberal minded members of Congress from the Missouri River Valley before the people of that area can expect substantial flood protection."

The White House says some spoiled canned goods, discovered in the Blair House pantry, were not intended for the President's table. The White House press radio secretary Joe Short makes it clear to reporters that President Truman will stand by his nominations for those Illinois judgeships, and this in response to queries about a possible compromise in the current feud with Illinois Senator Paul Douglas.

At St. Johns, Newfoundland, messages from search parties reveal that all four crew members of an Air Force jet bomber, an RB-45 Tornado, lost their lives when the plane crashed near the Goose Bay, Labrador base Saturday night.

New York's governor Tom Dewey in Australia is quoted by the London Evening News as saying that he definitely will not run again for the Presidency next year, but will support General Eisenhower.

Former Democratic National Chairman James Farley, back from Europe on the liner

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, AUGUST 7, 1951

MIDDLE COMMERCIAL

LAING:

Friends, for everything you want in a
cigarette - switch to Lucky Strike. You
see, there's no substitute for fine tobacco
-- don't let anybody tell you different.
And LS/MFT -- Lucky Strike means fine
tobacco. Yes, each and every Lucky Strike
gives you complete smoking enjoyment.
So today, try a carton of Lucky Strike!
Find out for yourself that Luckies fine
tobacco and quality of product always give
you a better tasting smoke. Back now to
Les Higbie

America, tells reporters in New York that there's a very general feeling in Europe now that there's no danger of war. Questioned about General Ike as a political candidate, Farley says "Public press polls show that he's very popular. I don't wish to comment further." Now here's John Laing.

ANNOUNCER:

Friends, have you smoked a Lucky lately? Maybe you've been missing something, because Luckies taste better than any other cigarette. You see, in a cigarette it's the tobacco that counts. Don't let anybody tell you different. And L S M F T. Lucky Strike means fine tobacco. So today pick up a carton of Luckies and find out for yourself that Luckies' fine tobacco and quality of product always give you a better tasting cigarette. And now back to Les Higbie.

HIGBIE:

The A.B.C. Pathfinder Corporation of Winchester, Massachusetts reports publication of a new type transportation timetable printed entirely in English. All train and airplane arrivals and departures in the new booklet are listed in quickly understandable form without asterisks, X's, or K's, which admonished travelers to see reference so and so on page 11a. We decided, said corporation officials, after using the conventional form for 92 years, to get rid of them. It's an idea that may well find favor in other cities, too. That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike. And remember, friends, Luckies taste better than any other cigarette. So today pick up a carton of Lucky Strike.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, AUGUST 7, 1951

CLOSING BILLBOARD

LAING: You've been listening to Les Higbie and
 the News ... presented each week day at
 this same time by Lucky Strike -- the
 cigarette that's famous for fine tobacco.
 Try a carton today! You'll agree --
 Luckies taste better than any other
 cigarette!

ATK01 0021815

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, August 8, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDST
(~~not in New York~~)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

AS BROADCAST

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, AUG. 8, 1951

OPENING BILLBOARD

LAING:

It's time for Les Higbie and the News --
presented by Lucky Strike. Remember, fine
tobacco and quality of product make Luckies
the best tasting cigarette you ever smoked.
So, get a carton of Luckies today! And now,
from the Mutual News Room in New York ...
Les Higbie ...

LES HIGBIE

AUGUST 8, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike. Remember fine tobacco and quality of product make Luckies the best tasting cigarette you ever smoked. So get a carton of Luckies today. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

From a leading authority in Congress on military appropriations comes this grim warning today, we have only a minimum hope of avoiding war with Soviet Russia. Representative George Mahon of Texas issues that estimate as the House begins three days debate on the biggest peace time military budget in our history.

The Korean war has cost us five billion so far - will cost another five billion by next June says Mahon if the truce talks collapse.

The Communist radio is blaring forth more propoganda today but no answer yet to General Ridgway's latest demands for resumption of those talks. Artillery supported Communist attacks during the night near the old iron triangle area, were thrown back.

The Pentagon issues a new total of American casualties. Since the war began, eighty thousand, four hundred thirty are reported killed, wounded or missing, reflecting an increase of three hundred fifty one over last week's figures.

President Truman sends some critical comments about false economy to Capitol Hill. In a letter to chairman Kenneth McKeller of the Senate Appropriations Committee, Mr. Truman asks the Senate to put back a twenty percent cut the House took out of funds for flood control. He is asking too for another twenty one million for Oklahoma, Kansas and part of Illinois.

ATX01 0021818

8/8/51

Published reports that he was treated royally at West Point to get him to play football are a distortion of fact and truth, says Duncan MacDonald, that eighteen year old Flint, Michigan high school football star. Army's head coach at West Point, Red Blaik, seconds him, says MacDonald and others were brought to the Academy campus this spring but the whole procedure says Blaik was perfectly proper and correct.

In Washington, Damon Miller, Business Manager of the San Francisco Seals, urges an end to the draft rule in the Congressional baseball hearings. Says the Pacific Coast league wants major status or at least provisions preventing the majors from drafting their best players.

Senator Joe McCarthy figures in two other Washington reports. At a special Press Conference, the Wisconsin law maker says he'll make public on the Senate floor tomorrow 29 names of State Department employees who are under investigation.

And the same committee which investigated last fall's election campaign in Maryland has been handed the job of studying Connecticut Senator William Benton's proposal that the Senate expel McCarthy.

The Full Rules Committee, by the way, has voted its approval - 9 to 3 - of the report which denounced the Maryland campaign.

At Federal Court House in New York, gamblers Joe Adonis and Frank Erickson pleaded innocent to those indictments which charge them with contempt of the Senate Crime Committee. The committee is turning its spotlight today on chairman Herbert O'Connor's home state of Maryland.

The nation's cotton crop this year will be the third largest in our history - seventeen million, two hundred sixty six thousand bales. That's the forecast today from the Department of Agriculture.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, AUG. 8, 1951

MIDDLE COMMERCIAL

LAING: Friends, there's a truly enjoyable difference in Lucky Strike because Luckies taste better than any other cigarette. You see, fine tobacco and only fine tobacco always gives you the complete enjoyment of better taste in every cigarette you smoke. Yes, in a cigarette it's the tobacco that counts -- and, LS/MFT ... Lucky Strike means fine tobacco. So the next time you buy cigarettes, ask for Lucky Strike. Find out for yourself that Luckies fine tobacco and quality of product give you a better tasting cigarette! And now back to Les Higbie

ATX01 0021820

8/8/51

In New York Dun and Bradstreet's weekly wholesale food price index is out - up four cents in the week ending yesterday.

Italy's Premier Alcide DeGasperi skimmed through an easy vote of confidence for his seventh coalition cabinet in Rome today.

And from Paris a bulletin just in -Rene Pleven has been elected Premier of France ending France's thirty day old cabinet crisis.

Now here's John Laing.

LAING:

Friends there's a truly enjoyable difference in Lucky Strike because Luckies taste better than any other cigarette. You see fine tobacco and only fine tobacco always gives you the complete enjoyment of better taste in every cigarette you smoke. Yes in a cigarette it's the tobacco that counts and I S M F T. Lucky Strike means fine tobacco. So the next time you buy cigarettes ask for Lucky Strike. Find out for yourself that Lucky's fine tobacco and quality of product give you a better tasting cigarette. And now back to Les Higbie.

HIGBIE:

Fisherman Alfred Dimetko of Dorchester, Massachusetts, reports hooking a vicious tuna while hanging from a navy life raft off Cape Cod. When the tuna began heading for Europe at break-neck speed, Dimetko released the line because he says I don't have a passport.

That's the news, I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday at this same time by Lucky Strike, the cigarette that tastes better, far better than any other cigarette you've ever smoked. So for complete smoking enjoyment try a carton of Lucky Strike today. THIS IS THE MUTUAL BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, AUG. 8, 1951

CLOSING BILLBOARD

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this
 same time by Lucky Strike -- the cigarette
 that tastes better -- far better than any other
 cigarette you've ever smoked. So for complete
 smoking enjoyment, try a carton of Lucky Strike
 today!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, Aug. 9, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WCR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

AS BROADCAST

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, AUG. 9, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike...the cigarette
 that tastes better than any other cigarette
 you've ever smoked! Today, try a carton of
 Luckies. And now, from the Mutual News Room
 in New York ... Les Higbie....

ATK01 0021824

LES HIGBIE

AUGUST 9, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette that tastes better than any other cigarette you've ever smoked. Today try a carton of Luckies. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Army's head football coach Red Blaik is meeting in a Hollywood premier atmosphere with press and radio reporters at a midtown New York restaurant, as sources close to Blaik knocked down those rumors that he'll announce his resignation. Blaik told the assembled reporters as he arrived that "we're going to talk this whole problem over."

At West Point the Army announces that about 35 of the accused cadets are now processed and waiting for the final word on whether they'll be cleared, discharged, or allowed to resign.

Distress messages are reported from an unidentified ship, said to be burning off Newport, Rhode Island. Coast Guard ships and planes are looking for the vessel, whose exact location has not yet been determined.

Soviet Russia learned a full month before the Pearl Harbor attack that Japan was plotting Pacific strikes against Britain and America. Japan's chief investigator in the Tokyo Attorney General's office tells the House Un-American Activities Committee in Washington, that the Richard Sorge spy ring transmitted that information to Moscow.

There was no danger to American security in publishing that 1949 Army report on the Sorge spy apparatus, so says Major General Charles A. Willoughby. And General MacArthur's former chief of Intelligence in the Far East informs the Senate Internal

ATK01 0021825

Security investigators that some of the best legal talent in Tokyo approved the report which reveals Gunther Stein and Agnes Smedley as knowingly connected with the Sorge spy ring. Both, says Willoughby, were Communists.

The Senate Armed Services Committee approved Admiral William Fechteler as Chief of Naval Operations and General Omar Bradley for another two year term as chairman of the Joint Chiefs of Staff. General Bradley, meanwhile, was handing a new warning to the Senate Foreign Relations and Armed Services Committee on East-West relations. No great improvement, he says. The recent Soviet peace pact proposal, he interprets as an effort to interrupt our defense effort.

Foreign Relations Committee chairman Tom Connally tells reporters later that we may have to send more than six divisions of U. S. troops to Europe.

Fist fighting broke out today in the Italian Chamber of Deputies in Rome. Communists and Christian Democrats' tempers broke after a fiery speech by Premier Alcide DeGasperi, who is seeking a vote of confidence for his new coalition cabinet. Incidentally, he won that vote 291 to 175.

At the advance truce camp in Korea, Admiral Turner Joy and his staff are ready to leave for Kaesong if and when they receive word the talks are on again. Again today the pontoon bridge across the Imjin river is washed out, which will force them to travel by helicopter if they go.

New York city's underworld goes under the Senate Crime Committee's microscope again next week, but the dramatic hearings will be held in Washington this time, say Senate investigators, so that committee members can be in close touch with legislative proceedings.

And the nation's capital itself is the chief source of the drug heroin for Baltimore peddlers, so testifies a Maryland judge, as the committee studies the Maryland

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, AUG. 9, 1951

MIDDLE COMMERCIAL

LAING: Friends, millions of smokers agree -- Luckies
taste better than any other cigarette. Yes,
every puff on a Lucky tastes smooth and mild
because it takes fine tobacco to give you the
enjoyment of a truly better-tasting cigarette,
And LS/MFT -- Lucky Strike means fine tobacco.
So pick up a carton of Lucky Strike today!
And see for yourself that Luckies fine tobacco
and quality of product give you a better
tasting smoke! Back now to Les Higbie

ATX01 0021827

situation another day.

The U. S. Public Health Service reports polio still on the increase. State health officers received this warning from the U. S. Communicable Disease Center in Atlanta. Be on the alert for malaria among Korean war veterans.

Now here's John Laing.

ANNOUNCER:

Friends, millions of smokers agree Luckies taste better than any other cigarette. Yes, every puff on a Lucky tastes smooth and mild, because it takes fine tobacco to give you the enjoyment of a truly better tasting cigarette. And L S M F T. Lucky Strike means fine tobacco. So pick up a carton of Lucky Strike today, and see for yourself that Luckies' fine tobacco and quality of product give you a better tasting smoke.

Back now to Les Higbie.

HIGBIE:

Communist teen agers in East Berlin are dutifully carrying anti-American placards in the big festival parade today, but some of them are in hot water for protesting against bad food in their own east zone camps. Others have been arrested for visiting the western sector. Some of the young girl Reds are quoted as yearning for lipstick like West Berlin girls so they too can qualify as whistle bait. That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday at this same time by Lucky Strike. Friends, for more smoking enjoyment, be sure to pick up a carton of Lucky Strike today. You'll agree Luckies taste better than any other cigarette.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, AUG. 9, 1951

CLOSING BILLBOARD

LAING: You've been listening to Les Higbie and the
News ... presented each week day at this same
time by Lucky Strike. Friends, for more
smoking enjoyment, be sure to pick up a carton
of Lucky Strike today! You'll agree -- Luckies
taste better than any other cigarette!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Friday, August 10, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EDST
(not in New York)

Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOL)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

10 AUG 1951

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, AUG. 10, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this same
 time by Lucky Strike. Now, here's a tip to add
 to the week-end smoking enjoyment of you and
 your friends. Pick up a carton or two of
 Lucky Strike because ... Luckies taste better
 than any other cigarette. And now, until
 Les Higbie returns next Monday, this is
 John Laing, wishing you a pleasant week-end!

ATX01 0021831

LES HIGBIE

AUGUST 10, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette that's famous for fine tobacco. Buy a carton of Luckies today, won't you? And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

A bulletin just in from Troy, Ohio. An F-86 jet fighter plane has crashed ten miles northwest of Troy. The state highway patrol says no further details are yet available.

Latest reports on the Louisiana troop train wreck, at least twelve killed, many others injured, some still pinned in the burning wreckage. It was a head-on collision in Louisiana swamp country near Simmesport between the Kansas City Southern Railway Streamliner Southern Bell and the troop train loaded down with three hundred U.S. marines bound for the west coast. That casualty estimate comes from state police, but marine corps headquarters in Washington says it hears one report that 60 were killed or injured. That report from Colonel Robert Weir of the New Orleans military district.

At the advance UN truce camp in Korea, a dramatic word picture of the latest truce meeting is painted by the official UN spokesman, Brigadier General Bill Knuckles. The air he says was full of electricity, General Nam fidgeted nervously, smoked cigarettes chain fashion, tapped the beige covered table with his cigarette lighter, glanced frequently at his watch. For more than two hours no one on either side spoke a word. The talks now officials admit are at their most critical point appear close to failure.

At Pusan, a South Korean Government spokesman reveals that more than 400 thousand North Koreans have fled south of the parallel in the past two weeks.

ATX01 0021832

The Pentagon in Washington announces new estimates of enemy casualties - nine thousand eighteen, in the period July 23rd through July 31st. And that adds up to one million, two hundred thirty seven thousand enemy killed, wounded or captured since the war began.

At West Point, military academy officials announced the formation of a new screening board to speed up disposition of the cases of 90 cadets ordered expelled for cribbing. Only about half of the ninety have been processed so far.

Dr. Edward U. Condon, whose resignation as Director of the Bureau of Standards was announced earlier by the White House, goes to the Corning Glass Company as Director of Research and Development. His appointment is revealed by the company president at Corning, New York.

That Senate Judiciary Sub-committee hearing on Illinois judgeships postponed since last Friday features a warning from Senator Pat McCarran today that Presidential appointment Cornelius Harrington does not stand a good chance of Senate approval. His nomination is opposed by Illinois Senator Paul Douglas.

Members of the baseball monopoly investigating committee heard Florida's representative A.S. Herlong attribute a slackening in minor league attendance to broadcasts of major league games. Then the committee recessed further hearings till fall.

President Truman is ordering wherever possible the awarding of special tax privileges and defense contracts to new manufacturing plants located away from prime atomic target areas. \

The House in Washington has another military spending bill up for debate today following overwhelming approval of the biggest peace time defense budget in our history. This time it's a five billion, seven hundred eighty million dollar appropriation for building bases at home and overseas. Some of them, secret

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, AUG. 10, 1951

MIDDLE COMMERCIAL

LAING:

Friends, have you smoked a LUCKY lately?
Maybe you've been missing something. For
Luckies taste better than any other cigarette.
Yes, better because fine tobacco and quality
of product always give you mildness, richness
... truly better taste that add up to complete
smoking enjoyment. So, when you're out today,
be sure to pick up a carton of better-tasting
Lucky Strike cigarettes. Now, back to
Les Higbie ...

RTX01 0021834

airfields in other parts of the world. Final approval is expected today.

Now here's John Laing.

LAING:

Friends have you smoked a Lucky lately? Maybe you've been missing something, for Luckies taste better than any other cigarette. Yes, better because fine tobacco and quality of product always give you mildness, richness, truly better taste that add up to complete smoking enjoyment. So when you're out today be sure to pick up a carton of better tasting Lucky Strike cigarettes. And now back to Les Higbie.

HIGBIE.

Frankfort, Kentucky traffic was stalled today for a few moments when a possum crawled on a wire and settled on a traffic light at a busy intersection. One citizen poked a long fish pole at the possum who thereupon crawled down the pole into a waiting sack. Says the rescuer - cooked with yams, possum is mighty good eating. That's the news, I'll be back Monday at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday at this same time by Lucky Strike. Now here's a tip to add to the weekend smoking enjoyment of you and your friends. Pick up a carton or two of Lucky Strike because Luckies taste better than any other cigarette. And now until Les Higbie returns next Monday this is John Laing wishing you a very pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, AUG. 10, 1951

OPENING BILLBOARD

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike ... the cigarette
 that's famous for fine tobacco. Buy a carton
 of Luckies today, won't you? And now, from
 the Mutual News Room in New York ...
 Les Higbie ...

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Monday, August 13, 1951
Network: Mutual
Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

AS BROADCAST

LES HIGBIE

AUGUST 13, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike. Remember friends for a cigarette you can always depend on for smoothness and rich, true tobacco taste, switch to Lucky Strike. Try a pack today. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Britain's new plan to end the Anglo Iranian oil dispute is in the hands of Teheran officials. One of them makes this optimistic forecast, we think an agreement is possible.

No decision on taxes yet by the Senate Finance Committee in Washington. Just beginning is a study of the seven billion two hundred million dollar tax increase bill approved by the House. Chairman Walter George foresees no Finance Committee voting on changes in the House Bill for several more days. But the Committee has okayed exemption of military personnel from twenty percent Federal Admission's levies. Two other bills have just cleared the House. One provides nine hundred fifty thousand dollars for running the Mexican Farm Labor Import Program. The other will send gold star lapel pins to widows and parents of Military men who died in war.

Senate majority leader Ernest McFarland announces October First as a target date for congressional adjournment. But speaker Sam Rayburn coming out of a White House conference with McFarland says he has no idea when the House will complete its work. He does expect a two week recess beginning late next week. Speaker Rayburn adds that he advised President Truman that the House will clean up most of its pending business except conference reports this week. Later at the White House this announcement was released. President Truman will soon

ATX01 0021838

HIGBIE:

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8/13/51

send a special message to the Hill, asking congressional help in talking Russia into a freer exchange of ideas and information.

And the Government may soon take another bookkeeping chore off your shoulders. Legislation is now pending, say Treasury officials, which if passed, will permit Federal collection of state with-holding income taxes.

U.S. Military Academy officials at West Point say they'll wind up some time today, their final hearings on those ninety cadets ordered expelled.

At the regular Pentagon briefing in Washington, Commander Howard A. Johnson, former Chief Surgeon of the First Marine Division in Korea announces one case of Louse born Typhus and three cases of Smallpox there last winter. All four patients he says, recovered. No other cases of either disease have been reported.

Senate Internal Security investigators announced confessed former Soviet Spy Courier Elizabeth Bentley as chief witness at tomorrow's open hearings on the Institute of Pacific Relations.

Spreading Communist ground attacks are being turned back at several points along the battle front, according to late Eighth Army reports, and the Reds are suffering heavy losses.

U.N. Truce Negotiators prepare for their next meeting at Kaesong at nine o'clock tonight, eastern daylight time, an agreement apparently as far away as ever.

Police Headquarters in West Berlin add an interesting foot-note to the Red Youth Rally in East Berlin. Nearly sixteen hundred of the young Communists have applied for political asylum in the Western Zone.

Massive war games began for American Military forces today. Near Fort Bragg, the Army and Air Force are hurling back an aggressor attack in the mock fighting.

ATX01 0021839

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, AUGUST 13, 1951

MIDDLE COMMERCIAL

LAING: Friends, you smoke for enjoyment and in making a cigarette truly enjoyable, there's no substitute for fine tobacco ... don't let anybody tell you different! And, LS/MFT - Lucky Strike means fine tobacco -- mild, rich tobacco that smokes smoother -- tastes better. In addition, Luckies are made better. They're always round and firm and fully packed -- just right for smoother, tastier smoking. So next time, try a carton of Lucky Strike. You'll find -- Luckies taste better than any other cigarette! And now, back to Les Higbie.

ATK01 0021840

8/13/51

HIGBIE:

3

At Malta in the Mediterranean Navy Jet Fighters carried out a mock Pearl Harbor type attack at dawn. Both are described as the biggest U.S. maneuvers since World War Two.

Now, here's John Laing.

ANNOUNCER:

Friends you smoke for enjoyment, and in making a cigarette truly enjoyable there's no substitute for fine tobacco. Don't let anybody tell you different. And L S M F T, Lucky Strike means fine tobacco, mild, rich tobacco that smokes smoother, tastes better. In addition Luckies are made better. They're always round and firm, and fully packed, just right for smoother, tastier smoking. So next time try a carton of Lucky Strike. You'll find Luckies taste better than any other cigarette. And now back to Les Higbie.

HIGBIE:

From the raft LaCartier drifting down the Ohio River comes a preliminary report today on a co-educational sociological experiment, the effort to determine how people react to living in cramped quarters. The twenty four year old skipper Mary Ellen McCrady of the University of Michigan says four people on a raft have a lot of arguments especially when it comes to important decisions. But, she adds, all are still good friends and no romances have developed.

That's the news, I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each week-day at this same time by Lucky Strike. Remember friends, only fine tobacco can give you a better tasting cigarette, and Lucky Strike is famous for fine tobacco. So pick up a carton of Luckies today.

THIS IS THE MUTUAL BROADCASTING SYSTEM

ATX01 0021841

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, AUGUST 13, 1951

CLOSING COMMERCIAL

LAING:

You've been listening to Les Higbie and
the News ... presented each week day at this
same time by Lucky Strike. Remember friends,
only fine tobacco can give you a better-tasting
cigarette, and Lucky Strike is famous for fine
tobacco. So pick up a carton of Luckies today

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, August 14, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

AS BROADCAST

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, AUGUST 14, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike ... the cigarette
 that's famous for fine tobacco ... the cigarette
 you can always depend on for smoothness and
 better taste. Get a carton of Luckies today.
 And now, from the Mutual News Room in New York ...
 Les Higbie.

LES HIGBIE

AUGUST 14, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette that's famous for fine tobacco, the cigarette you can always depend on for smoothness and better taste. Get a carton of Luckies today. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

William Randolph Hearst is dead. The world famed American publisher whose career began more than half a century ago, died today at his Beverly Hills, California home. He was 88 years old.

Overseas. Iran's Vice Premier in Teheran says part of the new British proposal for settling the oil dispute is flatly unacceptable.

In Berlin prisoners of war of unannounced nationality just out of Russian camps after six years say Soviet war factories are going full blast. They add that Russia is as ready for war as Germany was in 1939.

UN troops in Korea are throwing back with heavy Red losses a steady series of Communist attacks along most of the battlefield. Eighth Army commander General Van Fleet tells reporters at the advanced truce camp below Kaesong that his soldiers would be delighted to give a good account of themselves if the deadlock cease fire talks break down completely.

A call for help has gone out from the Utah State Prison near Salt Lake City. Several guards are reported being held hostage by rioting prisoners.

Near Beckley, West Virginia four coal miners died in an underground accident when water from an abandoned tunnel gushed into the vein they were working.

ATX01 0021845

8/14/51

In Washington the House is whipping along toward a two week vacation scheduled to begin late next week.

Today a resolution was approved unanimously recommending an immediate break-off of commercial relations with Czechoslovakia, until American reporter, Bill Oatis is set free.

This followed the overwhelming vote of approval - 352 to 5 - the House gave a five billion, seven hundred sixty eight million dollar military construction bill. It's the biggest military building program ever considered by the Congress in time of peace or war.

The House Foreign Affairs Committee also pointed up the trend toward a build up of western defenses with its report approving a seven billion, eight hundred million foreign aid bill. The west now has plans, says the committee, which should deter Soviet aggression or defeat it if launched. There's no time to spare, the committee says, in preparing for a possible Soviet attack on Western Europe.

And the nation's chief defense mobilizer, Charles E. Wilson, voices a similar warning in a speech at Evanston, Illinois. The danger of world war three, he says, is greater than ever.

The confessed, former Russian spy courier, Elizabeth Bentley tells the Senate Internal Security Committee that the Institute of Pacific Relations was a Communist front of a sort, and that the late Harry Dexter White, then assistant Secretary of the Treasury was as good as a Communist Party member.

Also in Washington, Illinois Senator Paul Douglas emphasizes his refusal to be a candidate for President next year, by telegraphing Oregon backers to withdraw his name from the primary.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, AUGUST 14, 1951

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette there's no substitute for fine tobacco ... don't let anybody tell you different. Yes, it takes fine, rich tobacco to give you a cigarette that's smoother, milder -- far better tasting. And, LS/MFT - Lucky Strike means fine tobacco. In addition, Luckies are made better -- round, firm, fully packed ... exactly right for easy drawing... for real smoking enjoyment, pack after pack. So today try a carton of Lucky Strike. You'll agree - Luckies taste better than any other cigarette!
Back now to Les Higbie.

ATX01 0021847

HIGBIE

-3-

8/14/51

Stephen T. Early, former Deputy Secretary of Defense was buried in Arlington National Cemetery with full military honors.

The Texas heat wave and drought is the equal of any on record according to officials of the U.S. Geological Survey. Temperatures are falling again in Texas this afternoon.

Now here's John Laing.

ANNOUNCER:

Friends in a cigarette there's no substitute for fine tobacco. Don't let anybody tell you different. Yes, it takes fine, rich tobacco to give you a cigarette that's smoother, milder, far better tasting. And L S M F T--Lucky Strike means fine tobacco. In addition Luckies are made better, round, firm, fully packed, exactly right for easy drawing -- for real smoking enjoyment pack after pack. So today try a carton of Lucky Strike, you'll agree Luckies tastes better than any other cigarette. Back now to Les Higbie.

HIGBIE:

General Van Fleet places letters from home as great morale boosters for his men. Says he too receives letters, some of them from strange girls with photographs enclosed. The pictures he sends to his daughter at home, he says, with a letter cautioning her not to tell mother. This of course, says Van Fleet expedites delivery of the pictures directly to mother. Th

That's the news, I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each week day at this same time by Lucky Strike. Remember friends if you want a cigarette you can depend on for better taste from first puff to last, switch to Lucky Strike...get a carton today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

RTKO1 0021848

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, AUGUST 14, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and
 the News ... presented each week day at this
 same time by Lucky Strike. Remember, friends,
 if you want a cigarette you can depend on for
 better taste, from first puff to last, switch
 to Lucky Strike. Get a carton today.

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Broadcast: 8:55-9:00 AM EDT
(not in New York)

DATE Wednesday, August 15, 1951

Network:

Mutual

Broadcast:

Repeat: 10:55-11:00 AM EDT

2:00-2:05 PM EDT

(WOR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, AUGUST 15, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
presented by Lucky Strike, the cigarette that's
famous for fine tobacco and better taste. Yes,
you can always depend on Luckies. So try a carton
today! And now, from the Mutual News Room in
New York... Les Higbie.

RTX01 0021851

LES HIGBIE

AUGUST 15, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike the cigarette that's famous for fine tobacco and better taste. Yes, you can always depend on Luckies. So try a carton today. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Violence has broken out in Berlin for the first time in ten days of continuous rallies at the East Zone Communist Youth Festival. Thousands of young Reds, clad in blue shirts stormed the French and American sector borders, fought with West Berlin police in the streets. Hundreds of the youthful Communists are reported arrested, and West Berlin police reinforcements are being rushed to the border.

The season's first tropical hurricane is announced by the Miami weather bureau. Its one hundred mile an hour winds are churning north westward from the West Indies. At last report the storm center was plotted about seventy miles east of Martinique, some sixteen hundred miles south-east of Miami.

Former New York Mayor William O Dwyer now Ambassador to Mexico advised Irving Sherman to leave town in 1945 so that reporters could not quiz him about a story connecting O'Dwyer with Frank Costello, and Sherman. The Senate Crime Committee heard that testimony from Sherman himself in Washington today as it resumed its study of the New York situation.

Also in Washington a unanimous vote by the Senate Banking Committee to report out to the full Senate its studies of alleged influence and political pressure in the RFC. And a promise from Senator Pat McCarran of Nevada, that his Internal Security Committee will give former White House aide Loughlin Currey,

ATK01 0021852

HIGBIE:

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8/15/51

a chance to reply to charges that he supplied Elizabeth Bentley with information for her Russian Spy Ring. And McCarran's announcement that Whittaker Chambers the accuser of Alger Hiss will testify at an open hearing tomorrow.

The Pentagon issues its latest weekly summary of American casualties in Korea. Three hundred twenty new casualties send the over-all total up to eighty thousand seven hundred fifty. And that's the smallest increase for one week since the fighting began.

The next truce talk session at Kaesong is scheduled two hours later than usual at eleven o'clock tonight eastern daylight time, an indication perhaps that the Reds are giving serious thought to Admiral Turner Joy's proposal for a special Sub-committee to study the armistice line.

Off northern Norway four fishermen claim they saw a guided missile zoom over them. They sent word to Oslo that the object apparently came from across the Arctic.

In London today the British inter-planetary society holds out this fascinating prospect. Human beings will fly to the Moon and back before this century is over.

Some of the Texas heat wave is getting an eviction notice in the Panhandle section as cool air moves in. And some relief is predicted for central Texas tomorrow. Artificial rain-makers at Beaumont are giving up. They say there are no clouds to see.

Forty seven year old Max Conrad landed at Washington's National Airport this morning, nineteen hours and five minutes out of Mexico City, and thus completing successfully the first non-stop light plane flight between those two Capitals.

Now, here's John Laing.

ATK01 0021853

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, AUGUST 15, 1951

MIDDLE COMMERCIAL

LAING: You know, friends -- no cigarette in the world is as famous for fine tobacco as Lucky Strike. And, it takes fine tobacco to give you a smoother, milder, better-tasting smoke! It's a fact, there's just no substitute for fine tobacco - don't let anybody tell you different. And LS/MFT - Lucky Strike means fine tobacco. In addition, Luckies are made better. They're round and firm and fully packed - no summertime softness or loose ends, but always just right to give you a better-tasting smoke. So, try a carton of Luckies today. Back now to Les Higbie.

ATX01 0021854

HIGBIE:

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8/15/51

LAING:

You know friends, no cigarette in the world is as famous for fine tobacco as Lucky Strike, and it takes fine tobacco to give you a smoother, milder, better tasting smoke. It's a fact there's just no substitute for fine tobacco. Don't let anybody tell you different. And, L S M F T, Lucky Strike means fine tobacco. In addition, Luckies are made better, they're round and firm, and fully packed. No summertime softness or loose ends, but always just right to give you a better tasting smoke. So try a carton of Luckies today. Back now to Les Higbie.

. HIGBIE:

The city of Denton, Texas today is celebrating its second annual Old Maid's Day. Credit for the idea goes to college professor Miss Dorothy Babb, who says she's tired of watching her fellow spinsters shell out regularly for wedding gifts and baby presents for others and never receive any themselves. So, with tongue in cheek, she arranged this special day in Denton. There'll be free movies, corsages, and other ceremonies honoring those who are brave enough to admit their status.

That's the news, I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week-day at this same time by Lucky Strike. Remember friends, for a cigarette you can depend on, for smoother smoking, and rich, true tobacco taste, switch to Lucky Strike. Start with a carton today.

THIS IS THE MUTUAL BROADCASTING SYSTEM

ATX01 0021855

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, AUGUST 15, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this same time
 by Lucky Strike. Remember friends, for a cigarette
 you can depend on for smoother smoking and rich,
 true tobacco taste, switch to Lucky Strike. Start
 with a carton today.

ATX01 0021856

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Thursday, August 16, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

AS BROADCAST

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, AUGUST 16, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
presented by Lucky Strike, the cigarette
you can always depend on for better taste--
from first puff to last. Pick up a carton of
Luckies today. And now, from the Mutual News
Room in New York ... Les Higbie.

LES HIGBIE

AUGUST 16, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette you can always depend on for better taste from first puff to last. Pick up a carton of Luckies today. And now, from the Mutual Newsroom in New York, Les Higbie.

HIGBIE:

A flat warning from the United States to Russia today. The Japanese Peace Treaty Conference which opens at San Francisco September 4th is not a conference to re-open negotiations on the terms of peace. A note to this effect has been delivered to the Moscow Foreign Office in the Kremlin.

Several headlines from President Truman's weekly news conference in Washington. Russia will not be able to sabotage the Japanese Peace Treaty Conference says the President. He'll be happy to talk with Russia's chief delegate to the conference Andre Gromyko if Gromyko so wishes. He has no objections to General MacArthur addressing the conference.

On 1952 politics, the chief executive concedes that General Eisenhower might be the Democratic candidate, but doesn't think he will be.

Court officials in Bervania, Italy say the prosecutor there is drawing up legal proceedings against the former Army Lieutenant and Sergeant, accused by the Pentagon of murdering OSS Major William Holohan. Extradition proceedings may be instituted this Fall they say.

Jay Peters, once the head of the Communist underground in this country told Whittaker Chambers that Frederick Vanderbilt Field and Joseph Barnes were members of that underground. So testifies Chambers in today's open hearings of the Senate Internal Security Committee.

ATX01 0021859

HIGBIE:

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8/16/51

The name of Abner "Longie" Zwillman, missing Senate Crime Committee witness came up again at the crime hearings today.

Jules Endler, a businessman from Orange, New Jersey testified that Zwillman used the New York Attorney Arthur Garfield Hayes as a trustee to cover up several legitimate investments. The same House Sub-committee which recently uncovered improper practices at the Detroit Army Tank Arsenal, reports another case today of what Chairman Porter Hardy calls highly irregular conduct. That charge he levels at Procurement Officers at the Rossford Army Depot in Toledo. And the Department of Justice revealed by filing a petition in the Fairfax, Virginia Circuit Court, that it seeks to regain one hundred thirty six thousand dollars from Air Force Warrant Officer Kenneth Roverson. He's accused of making a profit by exchanging government money on the Turkish Black Market.

And there's no official confirmation yet, but it's reported that a jet fighter pilot in trouble shot up the town of Groveport near Columbus, Ohio today while trying to jettison his ammunition. Several residents claim their houses were hit by machine gun fire.

Two men were killed, at least seven others seriously hurt when a tremendous explosion ripped several big tanks apart at the Standard Oil Company Refinery near Baton Rouge, Louisiana. It's an area described as one of the most important concentrations of war industry in the country.

From London comes more word on that trip to the moon. The British Inter-Planetary Society sees such a trip as possible within twenty five years, and today announces that its scientists are hard at work on plans for an artificial planet to be fired into space as a stepping stone for lunar journeys.

Late word on the mass English Channel swim. Three Egyptians are in the lead who were only a mile off the coast of Dover at last report. Now here's John Laing.

ATX01 0021860

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, AUGUST 16, 1951

MIDDLE COMMERCIAL

LAING: Friends, you smoke for enjoyment -- and in making a cigarette truly enjoyable there's no substitute for fine tobacco ... don't let anybody tell you different. It's a fact, only fine tobacco can make a cigarette smooth and mild and give it that full, rich tobacco taste. And, LS/MFT - Lucky Strike means fine tobacco. In addition, Luckies are made better - round and firm and fully packed for smooth smoking enjoyment. So next time ask for a carton of Lucky Strike. You'll agree -- Luckies taste better than any other cigarette. Back now to Les Higbie.

HIGBIE:

3

8/16/51

LAING:

Friends, you smoke for enjoyment and in making a cigarette truly enjoyable there's no substitute for fine tobacco. Don't let anybody tell you different. It's a fact, only fine tobacco can make a cigarette smooth and mild and give it that full rich tobacco taste, and, L S M F T, Lucky Strike means fine tobacco. In addition, Luckies are made better. Round and firm and fully packed for smooth smoking enjoyment. So next time ask for a carton of Lucky Strike. You'll agree Luckies taste better than any other cigarette. And now back to Les Higbie.

HIGBIE:

A new Sub-committee takes over at Kaesong, Korea tonight the heavy task of compromising the Allied-Communist deadlock on an armistice line. And soldier opinion of the possibility of an early cease fire, is re-emphasized today by this sign which has appeared on the outskirts of Munsan, the allied advance truce camp. In English and in Korean it reads, sharpen your bayonets.

That's the news, I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday at this same time by Lucky Strike. Remember friends, for a truly better tasting cigarette, switch to Lucky Strike. Have you tried a Lucky lately?

THIS IS THE MUTUAL BROADCASTING SYSTEM

RTX01 0021862

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, AUGUST 16, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this same
 time by Lucky Strike. Remember friends, for a
 truly better-tasting cigarette, switch to Lucky
 Strike. Have you tried a Lucky lately?

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, August 17, 1951

Network:

Mutual

Broadcast:

8:55-9:00 AM EDST

(not in New York)

Repeat: 10:55-11:00 AM PDST

2:00-2:05 PM EDST

(WOR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

AS BROADCAST

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, AUGUST 17, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike ... the cigarette
 that tastes better than any other cigarette
 you've ever smoked. Try a carton of Luckies
 today. And now, from the Mutual News Room in
 New York ... Les Higbie

LES HIGBIE

AUGUST 17, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette that tastes better than any other cigarette you've ever smoked. Try a carton of Luckies today. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE

Eleven persons stand indicted in New York today, in the most recent basketball fix scandal. Three of them are Bradley University players, Gene Melchorie, Bill Mann, and George Gianacos. They're accused in the indictment of taking five hundred dollars apiece to throw the Bowling Green-Bradley game in New York in March 1949. The other indictments were handed down against eight persons accused of being the fixers.

In Washington, Chairman Herbert O'Conor of the Senate Crime Committee completing its fifteen months of dramatic hearings today, says he doubts that his investigators will catch up with missing witness Abner "Longy" Zwillman, before the committee expires September 1st.

Fanatical Iranian Nationalist clashed with police in Teheran today after their attempt to stage an anti-British demonstration was foiled. Eight persons were injured.

British delegates to the oil talks are said to be ready now to go home unless there is an agreement by tomorrow.

White House advisor W. Averell Harriman, a former ambassador to Moscow, sends a message to Washington, just made public, in which he sharply disputes MacArthur hearing testimony that we sold out to Russia at the Yalta conference in 1945.

ATXO1 0021866

8/17/51

Had Stalin honored these commitments, says Harriman, Eastern Europe would be free today, and the United Nations would be a truly effective organization for world security.

There'll be no official report from the Senate committee which conducted the lengthy MacArthur hearings. The Senators voted 20 to 3 against filing a formal summary of its findings, but will permit individual views to be printed in the record.

At the Pentagon a new estimate of enemy casualties in Korea is released - total Communist losses now stand at one million two hundred thirty seven thousand.

The Korean truce talks resume at Kaesong tonight, in an informal and more hopeful atmosphere - although no official pronouncements are being made, while the sub-committee wrestles with the armistice line problem.

Some late headlines from the Washington wires. Senate Banking Committee votes permission for filing of two reports on RFC investigation. Price Chief, Michael Di Salle orders immediate drive to enforce price ceilings on cattle. Chief Mobilizer Charles E. Wilson reveals that we are dipping into our emergency copper reserves to meet the needs of military production.

President Truman's recent veto of a bill to boost veterans pensions for disabilities not incurred in the service was overrode in the House today, 318 to 45. The Senate must override too, with a two thirds vote, to make it law despite the White House rejection.

In Trieste, refugees from Yugoslavia tell British authorities that Marshal Tito narrowly escaped assassination a few weeks ago.

Legal experts at the U.S. Embassy in Rome are studying the bizarre OSS murder case with Italian officials, seeking to find out whether two former American OSS agents

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, AUGUST 17, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's the truth about cigarettes. You smoke for enjoyment, and in making a cigarette truly enjoyable there's no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT - Lucky Strike means fine tobacco. You see, through Lucky Strike's leadership in tobacco research, its buyers are aided in the selection of the fine tobacco that goes into each and every Lucky Strike. Also Luckies are made better -- always round and firm and fully packed to give you a smoother, better-tasting cigarette. So today, pick up a carton of Lucky Strike. Now, back to Les Higbie.

ATK01 0021868

HIGBIE

-3-

8/17/51

can be extradited to Italy for trial.

Latest word from the San Juan, Puerto Rico weather station reports that small Caribbean hurricane building up in force again.

Now here's John Laing.

ANNOUNCER:

Friends here's the truth about cigarettes. You smoke for enjoyment, and in making a cigarette truly enjoyable there's no substitute for fine tobacco. Don't let anybody tell you different. And L S M F T - Lucky Strike means fine tobacco. You see, through Lucky Strike's leadership in tobacco research, its buyers are aided in the selection of the fine tobacco that goes into each and every Lucky Strike. Also, Luckies are made better, always round and firm and fully packed, to give you a smoother, better tasting cigarette. So today pick up a carton of Lucky Strike. And now back to Les Higbie.

HIGBIE:

Members of the Oswego, New York local of the United Match Workers Union are sending Admiral Turner Joy in Korea a case of matches for presentation to North Korea's General Nam Il. The latter's recent difficulties in lighting his cigarettes at the Korean truce talks were widely reported. And the match workers send this statement with their gift. " They will light every time, and who knows but, what they will help the general see the light."

That's the news, I'll be back Monday at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time, by Lucky Strike. Friends this weekend add to the smoking enjoyment of you and your friends, stock up on Lucky Strike. You'll all agree Luckies are the best tasting cigarettes you've ever put a match to. And now until Les Higbie returns next Monday, this is John Laing wishing you a very pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATXO1 0021869

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, AUGUST 17, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
News ... presented each week day at this same
time by Lucky Strike. Friends, this week-end
add to the smoking enjoyment of you and your
friends -- stock up on Lucky Strike! You'll all
agree Luckies are the best-tasting cigarette
you've ever put a match to. And now, until
Les Higbie returns next Monday, this is John
Laing wishing you a pleasant week-end.

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE

Monday, August 20, 1951

Network:

Mutual

Broadcast:

8:55-9:00 AM EDST
(not in New York)

Repeat: 10:55-11:00 AM PDST

2:00-2:05 PM EDST
(WOR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, AUGUST 20, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News,
 presented by Lucky Strike! Remember friends,
 for a cigarette you can always depend on for
 smoothness and rich, true tobacco taste, switch
 to Lucky Strike. Try a pack today. And now,
 from the Mutual News Room in New York ...
 Les Higbie.

LES HIGBIE

AUGUST 20, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike. Remember, friends, for a cigarette you can always depend on for smoothness and rich, true tobacco taste, switch to Lucky Strike. Try a pack today. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Not one American city is free from the threat of atomic attacks. A series of atomic attacks could cause a million casualties. Russia has more atomic bombs than we expected, and they are more powerful than our experts previously believed. Those four points are underscored in Washington on the floor of the House today, by a member of the joint Congressional Atomic Energy Committee, Representative Melvin Price. The Illinois Democrat is appealing to his colleagues to put back those heavy cuts in appropriations for civil defense.

At the Pentagon, Dan Kimball in his first press-radio conference since he took over as Secretary of the Navy, declares that the job we've done in Korea is to make Russia little more wary of starting a war. He sees chances of avoiding World War III slightly improved.

Democratic leaders in Congress met with President Truman at the White House, came out to tell reporters that the President will soon ask Congress for more money to help midwest flood victims, but the President's request for eight and a half million dollars in foreign aid has been set aside by the Senate Foreign Relations committee. Instead the House-approved seven and one half billion dollar measure will be considered. Included in the House bill are six billions for military help, one and a half in economic aid.

A suspended official of the State Department, Oliver Edmund Clubb, handed over to

ATK01 0021873

8/20/51

the House Un-American Activities Committee, several volumes of personal notes he's accumulated in 23 years in the foreign service. His personal diary reveals, says Clubb, that he met Whittaker Chambers at the office of New Masses Magazine in 1932. A quote from that diary: "This so called revolutionary organ is a horrible rag."

Other Washington headlines - Senate Judiciary Committee delays action on two Illinois judgeships. Salary stabilization board freezes bonuses for executive and professional employees. House Judiciary Sub-committee announces investigation of securities and exchange commission dealings with New York public utility holding company.

No immediate cause for alarm along the Gulf Coast. That's the late word from New Orleans weather forecasters who are keeping a close track of that tropical hurricane. Some of the kick is gone after the storm's 180 mile trek across the Yucatan peninsula, and its disastrous smashing of lives and property in Jamaica earlier, but Grady Norton, the well known storm watcher in Miami, thinks it will regain its full strength now that it's over water again.

Forty five knot winds are whipping through south and central Korea. The fringe of that Far Eastern version of a hurricane, the typhoon, nicknamed Margie. The storm is not expected to hit Korea head on.

An official of the State Department was set free by the Russians in East Berlin today after 24 hours in custody. East Zone police picked him up yesterday as he walked through the Soviet sector to watch the last moments of the Communist Youth Festival.

Heavy Chinese Communist losses are reported in a spectacular allied sunrise attack in Korea, an attack which sent enemy troops spinning out of mountain positions on the east central front near Kumhwa.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, AUGUST 20, 1951

MIDDLE COMMERCIAL

LAING: Friends, you smoke for enjoyment and in making a cigarette truly enjoyable, there's no substitute for fine tobacco ... don't let anybody tell you different! And, LS/MFT - Lucky Strike means fine tobacco -- mild, rich tobacco that smokes smoother -- tastes better. In addition, Luckies are made better. They're always round and firm and fully packed -- just right for smoother, tastier smoking. So next time, try a carton of Lucky Strike. You'll find -- luckies taste better than any other cigarette! And now, back to Les Higbie.

ATX01 0021875

Now here's John Laing.

ANNOUNCER:

Friends, you smoke for enjoyment, and in making a cigarette truly enjoyable there's no substitute for fine tobacco. Don't let anybody tell you different. And L-S-M-F-T. Lucky Strike means fine tobacco. Mild, rich tobacco that smokes smoother, tastes better. In addition, Luckies are made better. They're always round and firm and fully packed, just right for smoother, tastier smoking. So next time try a carton of Lucky Strike. You'll find Luckies taste better than any other cigarette. And now back to Les Higbie.

HIGBIE:

Aggressor troops in the current Army Air Force war games in North Carolina have used all the tricks in the past seven days including a dulcet lady broadcaster in the mold of Axis Sally and Tokyo Rose. Today the aggressor commander, Brigadier General Henry Meyers, officiated at a decoration ceremony pinning giant comic medallions on two colonels. This, he declared with tongue in cheek, is the highest award ever presented to mortal man. In the background the loudspeaker droned out the aggressor national anthem, a Spike Jones recording of the Tennessee Waltz.

That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday at this same time by Lucky Strike. Remember friends, only fine tobacco can give you a better tasting cigarette. And Lucky Strike is famous for fine tobacco. So pick up a carton of Luckies today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, AUGUST 20, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and
 the News ... presented each week day at this
 same time by Lucky Strike. Remember friends,
 only fine tobacco can give you a better-tasting
 cigarette, and Lucky Strike is famous for fine
 tobacco. So pick up a carton of Luckies today!

ATX01 0021877

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES
Mutual

8:55-9:00 AM EDST
(not in New York)

Tuesday, August 21, 1951

Network:

Broadcast: 10:55-11:00 AM PDST

2:00-2:05 PM EDST

DATE.....

(WCR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, AUGUST 21, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike ... the cigarette
 that's famous for fine tobacco ... the cigarette
 you can always depend on for smoothness and
 better taste. Get a carton of Luckies today.
 And now, from the Mutual News Room in New York ...
 Les Higbie.

LES HIGBIE

AUGUST 21, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette that's famous for fine tobacco, the cigarette you can always depend on for smoothness and better taste. Get a carton of Luckies today. And now from the Mutual neweroom in New York, Les Higbie.

HIGBIE:

One hundred thirty mile an hour hurricane winds are whipping in toward the Mexican coast again from the Gulf, are expected to strike midway between Tampico and Vera Cruz this evening. Tampico is only 270 air miles south of Brownsville, Texas.

Police on the island of Hawaii, biggest of the Hawaiian chain, report extensive damage to highways and stores from that earthquake this morning. No sign yet of any volcanic activity at Mauna Loa, no injuries are reported.

A big forest fire is still burning fiercely on the outskirts of Portland, Oregon as Pacific Northwest timberland authorities say the dry spell has created the worst fire hazard in California, Oregon and Washington since 1922.

Time again for this reminder. Enjoy your cigarette but make certain it's out before you throw it away.

A ray of hope is emerging from one part of the Middle East. An Egyptian customs official says in Cairo that rules for checking on ships passing through the Suez Canal will be modified, but in Teheran, British oil negotiator Richard Stokes has suddenly withdrawn his settlement proposals, as London warns that the Anglo-Iranian talks may break down momentarily. Stokes has offered one change to keep the talks going. He says if the Iranians do not accept it, there's nothing left for me but to

RTKO1 0021880

go home.

North Korea's General Nam Il has forward a blistering new protest rejecting the UN rejection of his charges of a Kaesong neutral zone violation, stirring up new speculation that the Korean truce talks may also be on the verge of collapse.

At the advance truce camp, one UN spokesman describes the Reds today in this manner. They're immune to military logic, obdurate in their politically tainted demands, inscrutable in presenting them, and adamant to any adjustment.

The White House indicates that President Truman may shortly ask Congress again for tougher economic controls to fight inflation.

Chief Defense Mobilizer Charles E. Wilson swore in a new assistant, Clay P. Bedford with this mouth filling title: Chairman of the Production Executive Committee of the Defense Production Administration and Deputy Chief of DPA. Translated, his job is that of a bottleneck buster to speed up production of tanks, jet engines, and other military items.

There's good news for radio hams across the country. The National Production Authority sends its assurances that they'll receive priorities on electronic equipment to keep them on the air.

Most Congressional hearing rooms are quiet today, but Senator Pat McCarran's Internal Security Investigators revealed that they'll call the former Communist editor, Louis Budenz, to testify tomorrow and Thursday.

The compromise Defense Housing Bill was passed today by the House, and sent on to the White House.

President Truman signed into law a measure authorizing payments of \$1,000 each to 1600 Ute Indians in Utah, in payment for lands taken from them many years ago.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, AUGUST 21, 1951

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette there's no substitute for fine tobacco ... don't let anybody tell you different. Yes, it takes fine, rich tobacco to give you a cigarette that's smoother, milder -- far better tasting. And, LS/MFT - Lucky Strike means fine tobacco. In addition, Luckies are made better -- round, firm, fully packed ... exactly right for easy drawing... for real smoking enjoyment, pack after pack. So today try a carton of Lucky Strike. You'll agree - Luckies taste better than any other cigarette!
Back now to Les Higbie.

And for those who are worried about the fast pace of modern life, a Swiss astronomer says the world is slowing down. Rotating on its axis, the earth, he says, runs slow by five and three tenths second per century.

Now here's John Laing.

ANNOUNCER:

Friends, in a cigarette there's no substitute for fine tobacco. Don't let anybody tell you different. Yes, it takes fine, rich tobacco to give you a cigarette that's smoother, milder, far better tasting. And L-S-M-F-T. Lucky Strike means fine tobacco. In addition, Luckies are made better, round, firm, fully packed, exactly right for easy drawing - for real smoking enjoyment, pack after pack. So today try a carton of Lucky Strike. You'll agree Luckies taste better than any other cigarette.

Back now to Les Higbie.

HIGBIE:

The government of India is making plans for a new export crop. There are 100-million monkeys in India. They destroy food crops in that food scarce nation, but to Hindus they are sacred and cannot be killed. Therefore, says the Indian food minister, they'll publish lists of monkey dealers around the world to speed up this monkey business.

That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday at this same time by Lucky Strike. Remember, friends, if you want a cigarette you can depend on for better taste from first puff to last, switch to Lucky Strike. Get a carton today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, AUGUST 21, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and
the News ... presented each week day at this
same time by Lucky Strike. Remember, friends,
if you want a cigarette you can depend on for
better taste, from first puff to last, switch
to Lucky Strike. Get a carton today.

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES 8:55-9:00 AM EDT
Mutual (not in New York)
Broadcast: 10:55-11:00 AM PDST
2:00-2:05 PM EDT
(WOR)

DATE: Wednesday, August 22, 1951 Network:

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, AUGUST 22, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
presented by Lucky Strike, the cigarette that's
famous for fine tobacco and better taste. Yes,
you can always depend on Luckies. So try a carton
today! And now, from the Mutual News Room in
New York... Les Higbie.

ATX01 0021886

LES HIGBIE

AUGUST 22, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette that's famous for fine tobacco and better taste. Yes, you can always depend on Luckies, so try a carton today. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Former Commerce Department economist, William Remington, gets a new trial. The U.S. Court of Appeals in New York upset his perjury conviction in a unanimous decision, the case is sent back to the lower court for a new trial.

New testimony on the Institute of Pacific Relations is given to the Senate Internal Security Committee in Washington. One time Daily Worker editor, Louis Budenz, says the IPR was a captive organization completely under the control of Communists.

More testimony today too on the Richard Sorge's spy ring in Japan from Major General Charles Willoughby, former Intelligence Chief at Far East Headquarters. The same kind of Red espionage, Willoughby tells the House Un-American Activities Committee is going on in the United States right now.

Other late Washington headlines - chairman Tom Connally of the Senate Foreign Relations Committee comes out for a one billion dollar cut in the foreign aid bill.

The White House announces that President Truman's new request for more rigid economic controls will go to the capitol on Friday.

Indiana's Republican Senate Homer Capshart slipped and fell while rushing to answer a quorum call at the Capitol today, injuring his back.

ATX01 0021887

8/22/51

He's been taken to the Bethesda, Maryland Naval Hospital for examination.

Farm authorities in Albuquerque, New Mexico are girding for an all-out battle against two giant hoards of crawling caterpillars converging on that city from two directions.

Dispatches from Kingston, Jamaica now report one hundred forty six lives lost in the disastrous hurricane of last Friday. The fringe of the same storm today struck Tampico, Mexico.

In the Far Pacific, Tokyo forecasters say the typhoon "Margie" is expected to hit the west coast of Korea in a few hours.

More details are in on that big South Korean victory at the eastern end of the Korean battle line. A briefing officer at Eighth Army headquarters says the enemy suffered frightening casualties.

Tomorrow may be the next big turning point in the armistice talks. U.N. sources at the advanced truce camp below Kaesong, say a note will soon go to the Reds, which may make or break the entire conference.

On a central Korean front, a bad non-combat accident is reported. A truck has crashed down a steep embankment killing ten American soldiers, injuring twenty others.

United Press reports this late word on the oil crisis, received by telephone from Teheran. Iranian officials have handed the British delegates a new proposal designed to keep the oil talks going. They were on the verge of collapse.

Navy divers are making an underwater inspection of the battleship Wisconsin's hull following her brief run-aground in New York's Hudson River this morning. No damage is apparent says the Navy.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, AUGUST 22, 1951

MIDDLE COMMERCIAL

LAINC: You know, friends -- no cigarette in the world is as famous for fine tobacco as Lucky Strike. And, it takes fine tobacco to give you a smoother, milder, better-tasting smoke! It's a fact, there's just no substitute for fine tobacco - don't let anybody tell you different. And LS/MFT - Lucky Strike means fine tobacco. In addition, Luckies are made better. They're round and firm and fully packed - no summertime softness or loose ends, but always just right to give you a better-tasting smoke. So, try a carton of Luckies today. Back now to Les Higbie.

ATK01 0021889

At Secretary of State Acheson's news conference in Washington, it's announced that Italy's Premire Alcide DeGasperi will definitely visit Washington next month, and that the question of revising Italy's peace treaty will be discussed.

Now here's John Laing.

ANNOUNCER:

You know friends no cigarette in the world is as famous for fine tobacco as Lucky Strike. And it takes fine tobacco to give you a smoother, milder, better tasting smoke. It's a fact, there's just no substitute for fine tobacco, don't let anybody tell you different. And L S M F T - Lucky Strike means fine tobacco. In addition Luckies are made better, they're round and firm and fully packed, no summertime softness, or loose ends, but always just right to give you a better tasting smoke. So try a carton of Luckies today. Back now to Les Higbie.

HIGBIE:

London inventor, Alan Tamplin, built a four foot long radio controlled model tank for demonstration to British military authorities. Trying it out on his own living room floor, the radio gear went awry, sent Tamplin scurrying to a tabletop. The tank smashed furniture, broke several lights, and frightened his wife. But Tamplin has the controls working now; he claims the tank will also lay a smoke screen, fire three rounds of ammunition and squirt water at little boys who tamper with it.

That's the news, I'll be back tomorrow at this time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike. Remember friends for a cigarette you can depend on, for smoother smoking and rich, true tobacco taste, switch to Lucky Strike. Start with a carton today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, AUGUST 22, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
News ... presented each week day at this same time
by Lucky Strike. Remember friends, for a cigarette
you can depend on for smoother smoking and rich,
true tobacco taste, switch to Lucky Strike. Start
with a carton today.

ATX01 0021891

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

8:55-9:00 AM EDT

(not in New York)

Thursday, August 23, 1951

Network:

Broadcast: 10:55-11:00 AM PDST

~~2:00-2:05 PM EDT~~

(WOR)

DATE _____

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, AUGUST 23, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
presented by Lucky Strike, the cigarette
you can always depend on for better taste --
from first puff to last. Pick up a carton of
Luckies today. And now, from the Mutual News
Room in New York ... Les Higbie.

LES HIGBIE

AUGUST 23, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette you can always depend on for better taste from first puff to last. Pick up a carton of Luckies today, and now from the Mutual News Room in New York, Les Higbie.

HIGBIE:

Top level Chinese and North Korean Communist officials have sent a message to U N Supreme Commander, General Matthew Ridgway, that all truce talks are suspended. Earlier broadcasts from radio Peiping indicated that only today's sub-committee meeting was called off.

The White House in Washington says President Truman has no comment to make on the break-off of either the Kaesong or Iranian oil talks. Mr. Truman holds his regular news conference at four o'clock this afternoon and the subjects, undoubtedly, will be pursued further then.

On those Anglo-Iranian oil talks, by the way, this official announcement is just made in London. Britain will remain in Abadan, site of the big refineries, until Iran allows the production of oil to resume. London officials are pinning their hopes for renewal of the oil talks on another effort by White House trouble shooter, Averill Harriman.

More testimony is given Senate Internal Security investigators in Washington by former Daily Worker editor, Louis Budenz. Says the ex-Red, a Daily Worker article in 1942, critical of anti-Reds in the State Department was prepared through arrangement with White House aide, Lauchlin Currie, and official reports he received when he was a leader in the American Communist hierarchy, says Budenz, convinced him that career diplomat, John Carter Vincent, was a Communist.

On the other side of the Capitol, the House Un-American Activities Committee

ATX01 0021894

HIGBIE(CONT'D)

receives from the former Far East Intelligence Chief, Major General Charles Willoughby, summaries of messages he says were sent by Russian spy, Richard Sorge, to Moscow in July, 1941. Those messages informed the Kremlin that Japan would push forward her policy of expansion to the South. Moscow did not know, adds Willoughby, the date or the place of the attack.

That special message from the President to Congress, urging tougher economic controls, will go up to the Hill today, but the House is not waiting for it. Adjourning instead for a vacation until September 12th.

The Joint Senate Armed Services and Foreign Relations Committees have approved an amendment to the Foreign Aid Bill, which makes the White House, not the State Department, the arbiter of conflicts on spending the money.

Another increase in the number of polio cases across the nations is reported in Washington. 1,765 new cases last week, says the Public Health Service, and that's 16 percent more than the week before.

In Boston, Dr. Roy F. Fenster, Director of the Massachusetts Division of Communicable Diseases, says that for every case of polio reported, there are another 150 harmless cases. By the time you're 21, he adds, the chances are almost 100 percent that you've had a light case of polio and didn't know it.

Along the Texas Gulf Coast, prisoners from state institutions have been rushed into the cotton fields to harvest crops, threatened by squalls on the fringe of that dying hurricane in Mexico.

Icy waters of the English Channel this coming weekend will be invaded by this small army of would-be Channel swimmers, U.S. Champion Florence Chadwick, a six-man relay team from England, whose average age is 15, a four-man team from Egypt,

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, AUGUST 23, 1951

MIDDLE COMMERCIAL

LAING: Friends, you smoke for enjoyment -- and in making a cigarette truly enjoyable there's no substitute for fine tobacco ... don't let anybody tell you different. It's a fact, only fine tobacco can make a cigarette smooth and mild and give it that full, rich tobacco taste. And, LS/MFT - Lucky Strike means fine tobacco. In addition, Luckies are made better - round and firm and fully packed for smooth smoking enjoyment. So next time ask for a carton of Lucky Strike. You'll agree -- Luckies taste better than any other cigarette. Back now to Les Higbie.

HIGBIE

-3-

8/23/51

HIGBIE (CONT'D)

and a grandmother from Brooklyn.

Now here's John Laing.

ANNOUNCER:

Friends, you smoke for enjoyment, and in making a cigarette truly enjoyable there's no substitute for fine tobacco. Don't let anybody tell you different. It's a fact; only fine tobacco can make a cigarette smooth and mild, and give it that full rich tobacco taste. And L.S.M.F.T. Lucky Strike means fine tobacco. In addition, Luckies are made better, round and firm, and fully packed for smooth smoking enjoyment. So, next time, ask for a carton of Lucky Strike. You will agree; Luckies taste better than any other cigarette. Back now to Les Higbie.

HIGBIE:

The Borough Council of East Paterson, New Jersey, is studying a citizen petition, asking that the name of Beech Street be changed to Hiroshima Alley. Our reason, say the petitioners, is an understandable one for no street anywhere could be in worse condition unless it was hit by an atom bomb. That's the news; I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike. Remember, friends, for a truly better tasting cigarette switch to Lucky Strike. Have you tried a Lucky lately?

THIS IS THE MUTUAL BROADCASTING SYSTEM.

RTX01 0021897

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, AUGUST 23, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
News ... presented each week day at this same
time by Lucky Strike. Remember friends, for a
truly better-tasting cigarette, switch to Lucky
Strike. Have you tried a Lucky lately?

ATX01 002189B

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES 8:55-9:00 AM EDST
M Mutual Broadcast: (not in New York)
DATE: Friday, August 24, 1951 Network: Repeat: 10:55-11:00 AM EDST
2:00-2:05 PM EDST
(WOR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

AS BROADCAST

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, AUGUST 24, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike ... the cigarette
 that tastes better than any other cigarette
 you've ever smoked. Try a carton of Luckies
 today. And now, from the Mutual News Room in
 New York ... Les Higbie

ATX01 0021900

LES HIGBIE

AUGUST 24, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette that tastes better than any other cigarette you've ever smoked. Try a carton of Luckies today. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

United Airlines has just announced in Chicago that 50 persons, 44 passengers and six crew members, were killed in the flaming crash of that DC-6B airliner at Dekoto, California this morning. The pilot had made his last radio report, was only 10 minutes away from a scheduled landing at Oakland. An eyewitness report, 39 year old Quail Collinson, says apparently the gas tank exploded.

A new proposal from U.N. Supreme Commander General Matthew Ridgway is expected some time in the next 36 hours. He may suggest, according to this late report from Tokyo, that the Korean truce talks be resumed at some other site than Kaesong. Sources close to Supreme Headquarters add that it's virtually certain after the current spate of charge and counter charge is over, the talks will be resumed, possibly as soon as next Monday.

A renewal of enemy air action on a large scale has occurred up in MIG alley, northwest Korea, with 24 American Sabre jets tangling with 40 MIG-15 jet fighters. The result - two Communist planes shot down.

From Hong Kong come unconfirmed reports that two Chinese Nationalist air attacks against the China mainland port of Swatow, have been carried out this week in defiance of President Truman's request of June, 1950, that all air and sea operations cease against the mainland.

A new rise in the cost of living is announced in Washington by the Bureau of Labor

ATX01 0021901

Statistics. Its latest cost of living index for the period mid-June to mid-July is up two tenths of one percent. And that's enough to give a million auto workers a penny an hour wage boost. The index now stands at an all time high of 185.5%.

At the midwest Democratic Party rally in French Lick, Indiana, price boss Mike DiSalle comes out today for direct price controls. It's the only way, he says, to lick the worst inflationary situation any country ever faced.

In Washington a government official was fired from his job today. The assistant Production and Marketing Administrator, Jack Cowert, was discharged, according to a spokesman for the Department of Agriculture for irregularities involving personal conduct.

The State Department announces delivery to the Czech Communist government in Prague of a blistering note on Czech stifling of freedom. Inferentially it complains anew about the trumped up charges against American correspondent William Oatis.

American Military Police have flown to the scene of that train wreck near Metz, France this morning to check up on unconfirmed reports of sabotage. Two American G.I.'s on their way to Paris on leave were among ten persons killed. They're identified as Alphonse McLaughlin of Durham, North Carolina and Everett Whalen of Norwich, Connecticut.

In Hawaii, there are ominous underground grumbles at the famous Mauna Loa volcano but scientists say they don't know yet whether there'll be a new eruption from the uneasy giant.

An official state of siege is declared today in Bolivia. The ruling military junta issues that order at La Paz.

At Nice, France, the mystery of those two missing British diplomats deepens

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, AUGUST 24, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's the truth about cigarettes. You smoke for enjoyment, and in making a cigarette truly enjoyable there's no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT - Lucky Strike means fine tobacco. You see, through Lucky Strike's leadership in tobacco research, its buyers are aided in the selection of the fine tobacco that goes into each and every Lucky Strike. Also Luckies are made better -- always round and firm and fully packed to give you a smoother, better-tasting cigarette. So today, pick up a carton of Lucky Strike. Now, back to Les Higbie.

ATX01 0021903

HIGBIE

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8/24/51

further. The American born wife of Donald McLean has also vanished.

Now here's John Laing.

ANNOUNCER:

Friends, here's the truth about cigarettes. You smoke for enjoyment, and in making a cigarette truly enjoyable, there's no substitute for fine tobacco. Don't let anybody tell you different. And L S M F T. Lucky Strike means fine tobacco. You see, through Lucky Strike's leadership and tobacco research, its buyers are aided in the selection of the fine tobacco that goes into each and every Lucky Strike. Also Luckies are made better, always round and firm and fully packed to give you a smoother, better tasting cigarette. So today pick up a carton of Lucky Strike.

And now back to Les Higbie;

HIGBIE:

Mrs. Elsie Tetrozello of Springfield, New Jersey, has been granted a divorce on grounds of cruelty. Her husband's custom of throwing knives and forks and spoons at her, she told the court, made her nervous.

That's the news. I'll be back Monday at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike. Friends, this weekend add to the smoking enjoyment of you and your friends. Stock up on Lucky Strike. You'll all agree, Luckies are the best tasting cigarette you've ever put a match to.

And now until Les Higbie returns next Monday, this is John Laing wishing you a very pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0021904

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, AUGUST 24, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
News ... presented each week day at this same
time by Lucky Strike. Friends, this week-end
add to the smoking enjoyment of you and your
friends -- stock up on Lucky Strike! You'll all
agree Luckies are the best-tasting cigarette
you've ever put a match to. And now, until
Les Higbie returns next Monday, this is John
Laing wishing you a pleasant week-end.

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, August 27, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, AUGUST 27, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News,
 presented by Lucky Strike! Remember friends,
 for a cigarette you can always depend on for
 smoothness and rich, true tobacco taste, switch
 to Lucky Strike. Try a pack today. And now,
 from the Mutual News Room in New York...
 Les Higbie.

ATX01 0021907

LES HIGBIE

AUGUST 27, 1951

(COPIED BY MBS NEWS DIVISION)

LAING:

It's time for Les Higbie and the news, presented by Lucky Strike. Remember, friends, for a cigarette you can always depend on for smoothness and rich, true tobacco taste, switch to Lucky Strike. Try a pack today.

And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Three British ships loaded with tanks and troops moved into the Shat-el-Arab River about 60 miles from Abadan, Iran today, heading toward Basra, Iraq. This report comes from Iranian sources at Abadan. An Iranian Nationalist leader declares - if British troops land in Iran, even though we're short of weapons we will defend ourselves with our bare hands.

In London, earlier, a possible new approach to the Anglo-Iranian oil crisis was forecast. Some quarters suggest U.S. management of the industry on behalf of both Britain and Iran.

Another bellicose rejection of the latest message from U.N. Supreme Commander Ridgway is broadcast by Radio Peiping. It's entirely unsatisfactory, says the Red High Command. The Red leaders do not, however, make a complete break-off of the truce talks but demand instead that U.N. officers be ordered back to Kaesong again for another investigation of the area they allege was bombed by U.N. airmen.

General Ridgway himself is back in Tokyo from a quick trip to Korea where he is presumed to have talked with field commanders about the threat of an all-out Red assault.

In Washington Nevada's Senator Pat McCarran pleading for more money from Congress for his Internal Security Committee says he thinks all-out war is inevitable.

ATK01 0021908

HIGBIE

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8/27/51

Does that mean with Russia, he was asked. "With the Communist enemy," he replied, "call it Russia if you will."

At the White House Press Radio Secretary Joe Short says "no comment at this moment" on the possibility of Presidential intervention in the copper strike.

The Senate Judiciary Committee has approved Minnesota's Governor Luther Youngdahl to be a Federal Judge in the District of Columbia.

Chairman Walter George of the Senate Finance Committee predicts a decision by that group this afternoon on corporation and excess profits levy sections of the new tax bill.

The Federal Reserve Board reports a drop in the nation's industrial production. For the month of July the figures show U.S. production at the lowest point in ten months.

At Bangor, Maine, Republican Congressman Frank Fellows died today at his home at the age of 61. He had represented the Third District in Maine since 1941.

Four persons were killed in the crash of a small plane in the heart of the Vandalia, Illinois business district. The victims have not been identified but the Fayette County Sheriff's Office says they are believed to be from Arizona.

Atlantic Pact military leaders are hailing the arrival in England of the first squadron of American sabre jet fighters as the biggest morale booster since General Dwight D. Eisenhower assumed Supreme Command of Atlantic Pact forces. Arriving today at Shepherd's Grove, England, the 119th Fighter Squadron, a National Guard outfit from Spokane, Washington.

And the verdict is in at Ft. Bragg, North Carolina on the result of the big war games just concluded. It was a complete victory, said the umpires for American forces. Troops of the 43rd and 28th Infantry Division knocked out the enemy aggressors.

ATK01 0021909

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, AUGUST 27, 1951

MIDDLE COMMERCIAL

LAING: Friends, you smoke for enjoyment and in making a cigarette truly enjoyable, there's no substitute for fine tobacco ... don't let anybody tell you different! And, LS/MFT - Lucky Strike means fine tobacco -- mild, rich tobacco that smokes smoother - tastes better. In addition, Luckies are made better. They're always round and firm and fully packed -- just right for smoother, tastier smoking. So next time, try a carton of Lucky Strike. You'll find -- Luckies taste better than any other cigarette! And now, back to Les Higbie.

ATX01 0021910

HIGBIE

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8/27/51

Now, here's John Laing.

LAING:

Friends, you smoke for enjoyment and in making a cigarette truly enjoyable there's no substitute for fine tobacco. Don't let anybody tell you different. And - LSMFT - Lucky Strike Means Fine Tobacco. Mild, rich tobacco that smokes smoother, tastes better. In addition, Luckies are made better. They're always round and firm and fully packed, just right for smoother, tastier smoking. So next time try a carton of Lucky Strike. You'll find Luckies taste better than any other cigarette.

And now, back to Les Higbie.

HIGBY:

Members of the Baptist Church congregation in the central Florida community of Istachatta report this highlight today from a recent service. During the sermon the Reverend Fletcher Weston spotted a four-foot black snake wriggling down the aisle. He threw a hymn book at the snake but missed. One brave lady ran outside, came back with a big rock which she handed to the minister. He took careful aim, killed the snake and picked up his sermon where he left off.

That's the news and I'll be back tomorrow at this same time.

LAING:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike. Remember friends, only fine tobacco can give you a better tasting cigarette. And Lucky Strike is famous for fine tobacco. So pick up a carton of Luckies today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

BTX01 0021911

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, AUGUST 27, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
 News...presented each week day at this
 same time by Lucky Strike. Remember friends,
 only fine tobacco can give you a better-tasting
 cigarette, and Lucky Strike is famous for fine
 tobacco. So pick up a carton of Luckies today!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, August 28, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, AUGUST 28, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News...
 presented by Lucky Strike ... the cigarette
 that's famous for fine tobacco ... the cigarette
 you can always depend on for smoothness and
 better taste. Get a carton of Luckies today.
 And now, from the Mutual News Room in New York..
 Les Higbie.

ATX01 0021914

LES HIGBIE

AUGUST 28, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette that's famous for fine tobacco, the cigarette you can always depend on for smoothness and better taste. Get a carton of Luckies today. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

President Truman hands the new Czech Ambassador some plain talk in Washington straight from the shoulder. Relations between the United States and Czechoslovakia have deteriorated ever since Jan Masaryk was murdered, says Mister Truman, in a brief five minute meeting with Doctor Vladimir Prochatkin arriving to present his official credentials. When the new Ambassador said he hoped to make U.S. Czech relations more cordial, the President responded that the best way to accomplish that is to send home Associated Press Correspondent William Oatis, jailed in Prague on trumped up spy charges. Outside the White House as they talked, some fifty former Czechs, some of them refugees from Communism walked a picket line protesting the Red Government Prochatkin represents.

Another White House announcement.....Mr. Truman will fly to San Francisco next Monday for the Japanese Peace Treaty signing ceremonies. He'll address the first session at ten P.M. Eastern Daylight Time one week from tonight.

And the White House also knocks down those reports of an imminent Cabinet shake up.

A bulletin from Washington.....The F.B.I. announces the arrest in Hawaii today of seven alleged Communist party leaders in the islands. Among the seven, thirty six year old Jack Wayne Hall, who, the Justice Department says is a representative of longshoreman leader Harry Bridges.

ATX01 0021915

HIGBIE:

2

8/28/51

Fifty million dollars in economic help to Yugoslavia will be forthcoming soon from the United States, Britain, and France. ECA announces a first installment allocation of just under thirty million to back up Marshal Tito's role in Western security.

At the Capital today, four leading Democrats are notifying their Senate colleagues that they'll hold out for the full eight and a half billion dollars in foreign aid requested by the President this year. The A F of L has pulled out of the United Labor Policy Committee; urges the C I O to work toward an eventual merger with the A F of L.

Radio Peiping is stepping up on its propoganda barrage against the United States commenting today that the Kaesong Truce Talks have come to a serious crisis.

Earlier in Tokyo General Ridgway's headquarters charged the Reds with using a Communist airplane to fake that alleged bombing of Kaesong.

New efforts to solve the Anglo-Iranian oil crisis are in the making. Dispatches from Teheran today say U.S. Ambassador Henry F. Grady will call on the Shah tomorrow to persuade him to use his influence in promoting a settlement.

In London, White House trouble shooter Averill Harriman says he still thinks a settlement is possible; warns that Iran is now fertile for Communist penetration. Says the next move is up to Iran.

U.S. Ambassador to Moscow, Allen G. Kirk reveals that he's returning to the United States in October. Reports persist that he'll be succeeded in Moscow by Doctor Ralph Bunche.

Help is arriving in the Pacific north-west for weary fire fighters, struggling against a series of timber blazes. Light rains are moving in from Canada; the first in Portland, Oregon since July 5th. Again a reminder, be careful with fire

ATXO1 0021916

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, AUGUST 28, 1951

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette there's no substitute for fine tobacco ... don't let anybody tell you different. Yes, it takes fine, rich tobacco to give you a cigarette that's smoother, milder -- far better tasting. And, LS/MFT -- Lucky Strike means fine tobacco. In addition, Luckies are made better - round, firm, fully packed... exactly right for easy drawing...for real smoking enjoyment, pack after pack. So today try a carton of Lucky Strike. You'll agree -- Luckies taste better than any other cigarette! Back now to Les Higbie.

ATX01 0021917

HIGBIE:

3

8/28/51

in the woods. Make sure that your matches and cigarettes are out before you throw them away.

Now here's John Laing.

LAING:

Friends, in a cigarette there's no substitute for fine tobacco. Don't let anybody tell you different. Yes, it takes fine, rich tobacco to give you a cigarette that's smoother, milder, far better tasting, and, L S M F T, Lucky Strike means fine tobacco. In addition, Luckies are made better. Round, firm, fully packed, exactly right for easy drawing. For real smoking enjoyment pack after pack. So today try a carton of Lucky Strike. You'll agree Luckies taste better than any other cigarette. Back now to Les Higbie.

HIGBIE:

Peter Coulcombe left the village of Ware in West Central Massachusetts in 1897, heading for the Klondike, and gold. He promised that someday he'd return a wealthy man. Coulcombe never found any gold in his prospecting days but has returned to Ware today at the age of seventy three with four thousand dollars in his pocket. He won it predicting exactly when the ice would break up last Spring in Alaska's Tanana River.

That's the news, I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday at this same time by Lucky Strike. Remember friends if you want a cigarette you can depend on for better taste from first puff to last, switch to Lucky Strike. Get a carton today.

THIS IS THE MUTUAL BROADCASTING SYSTEM

ATX01 0021918

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, AUGUST 28, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
 News.... presented each week day at this
 same time by Lucky Strike. Remember, friends
 if you want a cigarette you can depend on for
 better taste, from first puff to last, switch
 to Lucky Strike. Get a carton today.

ATX01 0021919

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Wednesday, August 29, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, AUGUST 29, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News...
 presented by Lucky Strike, the cigarette that's
 famous for fine tobacco and better taste. Yes,
 you can always depend on Luckies. So try a
 carton today! And now, from the Mutual News
 Room in New York...Les Higbie.

BTX01 0021921

LES HIGBIE

AUGUST 29, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette that's famous for fine tobacco and better taste. Yes, you can always depend on Luckies, so try a carton today. And now from the Mutual newsroom in New York, Les Higbie...

HIGBIE:

Several cadets under investigation in the honor system scandal at West Point are restored to duty. Military academy officials make that announcement but do not indicate whether or not they are part of the original 90 ordered expelled.

In New York, Robert Daru, chief counsel for a bar association committee investigating the dismissals, announces that he has "very reliable information" that at least six of the 90 were restored to duty. However, an Army spokesman at the Pentagon in Washington says none of the 90 is back on duty.

Chairman Joseph O'Mahoney of the Senate Interior Committee issues a scathing blast in Washington at federal judge Delbert Metzger of Hawaii who reduced bail for seven Communist suspects picked up in the islands yesterday. It's an "outrageous act", says O'Mahoney, "in my judgement the action will speedily terminate the judge's services."

Senator Tom Connally of Texas opens floor debate at the Capitol on the foreign aid bill, with an appeal to his colleagues to re-arm the free world as "the only way" to avoid war.

President Truman has personally ordered the burial in Arlington National Cemetery of Sgt. John R. Rice, a Winnebago Indian, who was killed in action in Korea.

ATX01 0021922

8/29/51

A bulletin from Washington - announced U.S. battle casualties in Korea reached 81,422 today, an increase of 416 since last week.

It's unofficial but definite now! Former Governor, Hugh White is the winner in the Mississippi run-off primary for Governor.

Good news for housewives. Dun and Bradstreet report a decline in the wholesale food price index for the third week in a row. It's down four cents to \$6.89.

The Senate Finance Committee, still working on the new tax bill, decides to levy income taxes on the big cooperatives, but leaves exempt most small farm co-ops.

Secretary of State Acheson tells Washington reporters he'll give this warning to the new Ambassador from Communist Czechoslovakia this afternoon. There is strong sentiment for a complete halt to all U.S. - Czech trade relations until American reporter Bill Oatis is set free.

A wild exchange of pistol shots has occurred in Berlin. West Berlin police shot it out with an east zone Communist agent suspected of promoting kidnappings in the western sectors. The Red agent escaped but he's believed to be wounded.

At the Hague, Netherlands, the International Court of Justice asks Britain to submit full details, a complete statement of its case in the Iranian oil dispute by October 10th.

Enemy rail lines in northwest Korea have been brought under heavy allied air attack in new blows aimed at interfering with the Communist buildup.

Storm warnings are lowered again in Southern California, as that tropical gale, spotted earlier south of San Diego, wears itself out in the deserts and mountains of Mexico's lower California peninsula.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, AUGUST 29, 1951

MIDDLE COMMERCIAL

LAING: You know, friends - no cigarette in the world
is as famous for fine tobacco as Lucky Strike.
And, it takes fine tobacco to give you a
smoother, milder, better-tasting smoke! It's a
fact, there's just no substitute for fine
tobacco - don't let anybody tell you different.
And LS/MFT - Lucky Strike means fine tobacco.
In addition, Luckies are made better. They're
round and firm and fully packed - no summertime
softness or loose ends, but always just right
to give you a better-tasting smoke. So, try
a carton of Luckies today. Back now to
Les Higbie.

HIGBIE

-3-

8/29/51

Air rescue teams from Hamilton Field, California are waiting for better weather to look for two Navy torpedo bombers missing on a flight from Long Beach to Moffett Field, south of San Francisco.

An honorary degree is awarded screen actress Jane Greer in Hollywood. Five hundred members of the National Philosopher's Club, decree the lovely Miss Greer a "Doctor of Feminine Fascination."

Now here's John Laing.

ANNOUNCER:

You know friends no cigarette in the world is as famous for fine tobacco as Lucky Strike. And it takes fine tobacco to give you a smoother, milder better tasting smoke. It's a fact, there's just no substitute for fine tobacco, don't let anybody tell you different. And L S M F T - Lucky Strike means fine tobacco. In addition Luckies are made better, they're round and firm and fully packed; no summertime softness or loose ends, but always just right to give you a better tasting smoke. So try a carton of Luckies today. Back now to Les Higbie.

HIGBIE:

Two Hanau, Germany innkeepers are charged today with damaging property and causing bodily injury. Their German prosecutor accuses them of buying 30 fat bedbugs and turning them loose in their competitor's hotel.

That's the news, I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike. Remember friends for a cigarette you can depend on for smoother smoking and rich true tobacco taste, switch to Lucky Strike. Try a carton today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0021925

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, AUGUST 29, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
 News....presented each week day at this same
 time by Lucky Strike. Remember friends, for
 a cigarette you can depend on for smoother
 smoking and rich, true tobacco taste, switch to
 Lucky Strike. Start with a carton today.

ATX01 0021926

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, August 30, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDT
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDT
(WOR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, AUGUST 30, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike, the cigarette
 you can always depend on for better taste --
 from first puff to last. Pick up a carton of
 Luckies today. And now, from the Mutual News
 Room in New York ... Les Higbie.

LES HIGBIE

AUGUST 30, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike the cigarette you can always depend on for better taste from first puff to last. Pick up a carton of Luckies today. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

A heavy frontal assault by North Korean shock troops is underway on the Korean east central front today with the Reds throwing wave after wave of fresh reinforcements into the struggle for strategic high ground.

The U.N. officers in Korea and Tokyo are studying reports from recently captured Communist prisoners who talk of enemy plans for a major offensive next month with the help of tank equipped Caucasian soldiers.

The U.N. briefing officer at the advanced truce camp, Brigadier General Bill Knuckles stops off in Tokyo today on route to the Japanese Peace Treaty Conference in San Francisco. Tells reporters that there are glimmers of hope that the Chinese Reds may force the North Koreans to accept a realistic armistice.

Words of praise for U.N. forces in Korea from President Truman. At his news conference the President told reporters that we're stronger, and in a better position to fight now than before the truce talks began. On other subjects, Mr. Truman said, that the case of American reporter Bill Oatis imprisoned by Czech Communists will not be considered closed until Oatis is set free. The proposed cut in foreign aid he regards as a very serious situation, an example of misplaced economy. President Truman also spoke today at the formal signing ceremonies of the U.S.-Philippines mutual defense pact, calling the treaty a strong step towards security and peace in the Pacific. Philippine President Elpidio Quirino announced

ATX01 0021929

HIGBIE:

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8/30/51

that our purpose is to give notice that a potential aggressor must take due account of our united will to act in self defense.

Congressional observers still see only slim chances for a major revision in the new economic controls law despite the heavy guns brought to bear on Capitol Hill today by the Administration.

Mobilization and Price Chiefs, Charles E. Wilson, and Mike DiSalle told the Senate Banking Committee that the American consumer will be caught in the middle unless three changes recommended by the White House are made. And DiSalle predicts a new scramble for higher prices and wages ahead.

Government price officials in Washington say a new order just issued should force a rollback of some meat prices. The new rolling is aimed at preventing they say, the offering of new or unusual cuts of lamb and mutton so that dealers can sell them at over-ceiling prices.

Reports persist in London that the strange disappearance of two British diplomats last Spring will soon be solved. This in spite of an official foreign office denial of a published report that British intelligence had located the men.

Vincent Trotta, a veteran of many years in judging the Miss America Beauty Pageants at Atlantic City, hands in his resignation today with this blast at contest rules. Feminine beauty he says, is a great talent in itself. It should not be marred by rules that require contestants to sing, dance, or bake a cake.

A seventh expelled West Point Cadet has been restored to duty. Robert Daru, Chief Counsel of the Bar Association Committee investigating the dismissals makes that assertion in today's hearings in New York.

The British Foreign Office renews its declaration that the next move in the oil crisis must come from Iran.

ATX01 0021930

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, AUGUST 30, 1951

MIDDLE COMMERCIAL

LAING: Friends, you smoke for enjoyment - and in making a cigarette truly enjoyable there's no substitute for fine tobacco ... don't let anybody tell you different. It's a fact...only fine tobacco can make a cigarette smooth and mild and give it that full, rich tobacco taste. And, LS/MFT - Lucky Strike means fine tobacco. In addition, Luckies are made better - round and firm and fully packed for smooth smoking enjoyment. So next time ask for a carton of Lucky Strike. You'll agree -- Luckies taste better than any other cigarette. Back now to Les Higbie.

ATX01 0021931

HIGBIE:

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8/30/51

Now here's John Laing.

LAING:

Friends, you smoke for enjoyment, and in making a cigarette truly enjoyable there's no substitute for fine tobacco. Don't let anybody tell you different. It's a fact, only fine tobacco can make a cigarette smooth and mild, and give it that full, rich, tobacco taste. And, L S M F T, Lucky Strike means fine tobacco. In addition, Luckies are made better, round, and firm, and firm and fully packed for smooth smoking enjoyment. So next time, ask for a carton of Lucky Strike. You'll agree, Luckies taste better than any other cigarette.

Back now to Les Higbie.

HIGBIE:

An Indianapolis homeowner today tells friends this story on himself. He called a plumber to fix his basement steam-pipes. The plumber spotted a slot machine in the game room, dropped in a dime, pulled the handle, and pocketed the jackpot. Then, for his work on the steam-pipes, he handed the owner a bill for twenty three dollars and ninety five cents.

That's the news, I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike. Remember friends for a truly better tasting cigarette switch to Lucky Strike. Have you tried a Lucky lately?

THIS IS THE MUTUAL BROADCASTING SYSTEM

ATXO1 0021932

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, AUGUST 30, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this same
 time by Lucky Strike. Remember friends, for
 a truly better-tasting cigarette, switch to
 Lucky Strike. Have you tried a Lucky lately?

ATX01 0021933

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, August 31, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

AS SUBMITTED

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, AUGUST 31, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike ... the cigarette
 that tastes better than any other cigarette
 you've ever smoked. Try a carton of Luckies
 today. And now, from the Mutual News Room in
 New York ... Les Higbie.

ATK01 0021935

LES HIGBIE

AUGUST 31, 1951

(COPIED BY MBS NEWS DIVISION)

LAING:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette that tastes better than any other cigarette you've ever smoked. Try a carton of Luckies today! And now, from the Mutual newsroom in New York, Les Higbie...

HIGBIE:

Britain's sleek jet bomber, the Canberra, has landed at Gander, Newfoundland on that trans-Atlantic hop, setting a new speed record of four hours and nineteen minutes for the 2,072 mile trip.

In Washington the Senate hears this solemn warning from Connecticut's Brien McMahon: We'd better be on the alert for the next thirty days for possible new war moves by Soviet Russia.

That warning comes during debate on the foreign aid bill. Final approval of the bill is expected by nightfall. The administration wins the first major test...a 41 to 31 vote against cutting another half billion from economic aid to Europe.

Tennessee's crime busting Senator, Estes Kefauver, says in Chicago that the final report of his Senate crime committee recommends establishment of a national commission to help local agencies in the battle against crime. Members of the committee, says Kefauver, believe that the New York City crime syndicate has been dealt a severe blow, but not crushed entirely.

Emergency rations, ammunition and medical supplies are being dropped from the air to UN forces fighting heavy Red counter attacks at the eastern end of the Korean battle line. The Communist radio at Peiping is pouring out more vitriol, adding new charges of UN violations of the Kaesong neutral zone.

ATX01 0021936

HIGBIE

-2-

8/31/51

French authorities at Saigon, Indo China announce establishment of a six mile bridgehead on a small island off the Anam coast by French paratroopers.

Averell Harriman made a personal report to President Truman and the Cabinet on his efforts to mediate the Anglo-Iranian oil dispute. To reporters who met him on his arrival in Washington he warned that Iran may go Communist if the dispute is not settled.

Two notes on copper in Washington today: A quick end to the paralyzing copper strike is forecast by both union and federal officials as President Truman awaits a report next week from his fact-finding board.

And a copper shortage due to heavy defense production requirements, together with a scarcity of pennies in circulation, brings a new plea today from Director of the Mint, Nellie Tayloe Ross. She's calling on all Americans to break open piggy banks and put the pennies back into circulation.

Frank C. Bingham, a U.S. District Attorney in Alaska, who attended a legal conference in Washington last spring, then went to Montana and began a private law practice, was fired from his Alaskan job today by President Truman.

A bulletin from Washington: The Senate Crime Committee's final report has just been released. The document sums up 15-months of investigation. It puts special emphasis on probes in Maryland, Northern New Jersey and several other medium size cities.

Economic Stabilizer Eric Johnston, pleading with the Senate Banking Committee to make changes in the controls law, engaged in this fiery exchange with Committee member John Bricker of Ohio. Declared Bricker: Why not try out the new law and find out if it will work, instead of bellyaching down here before Congress.

Replied Johnston: I don't have to jump off the Washington Monument to know I'm going to get killed.

ATK01 0021937

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, AUGUST 31, 1951

MIDDLE COMMERCIAL

LAING; Friends, here's the truth about cigarettes.
You smoke for enjoyment, and in making a
cigarette truly enjoyable there's no substitute
for fine tobacco - don't let anybody tell you
different. And, LS/MFT - Lucky Strike means
fine tobacco. You see, through Lucky Strike's
leadership in tobacco research, its buyers are
aided in the selection of the fine tobacco that
goes into each and every Lucky Strike. Also
Luckies are made better - always round and firm
and fully packed to give you a smoother,
better-tasting cigarette. So today, pick up a
carton of Lucky Strike. Now, back to
Les Higbie.

ATX01 002193B

HIGBIE

-3-

8/31/51

Chances for a revision, observers say, are still slim.

Now, here's John Laing.

LAING:

Friends, here's the truth about cigarettes. You smoke for enjoyment and in making a cigarette truly enjoyable there's no substitute for fine tobacco. Don't let anybody tell you different. And - LSMFT - Lucky Strike Means Fine Tobacco. You see, through Lucky Strike's leadership in tobacco research its buyers are aided in the selection of the fine tobacco that goes into each and every Lucky Strike. Also, Luckies are made better, always round and firm and fully packed to give you a smoother, better tasting cigarette. So today pick up a carton of Lucky Strike. Now, back to Les Higbie.

HIGBIE:

The late summer heat wave is due to send temperatures over the 100-degree mark today in the South and Southwest. At Princeton, Missouri, exhibitors at the Mercer County Fair have put ice blocks in the hog pens because it's so hot.

That's the news, I'll be back Monday at this same time.

LAING:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike. Friends, this weekend add to the smoking enjoyment of you and your friends. Stock up on Lucky Strike. You'll all agree Luckies are the best tasting cigarette you've ever put a match to.

And now, until Les Higbie returns next Monday, this is John Laing, wishing you a very pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0021939

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, AUGUST 31, 1951

CLOSING COMMERCIAL

LAING:

You've been listening to Les Higbie and the News....presented each week day at this same time by Lucky Strike. Friends, this week-end add to the smoking enjoyment of you and your friends - stock up on Lucky Strike! You'll all agree Luckies are the best-tasting cigarette you've ever put a match to. And now, until Les Higbie returns next Monday, this is John Laing wishing you a pleasant week-end.

ATXG1 002140

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, September 3, 1951

Network: initial Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOL)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, SEPTEMBER 3, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News, presented
by Lucky Strike. Friends, have you tried a Lucky
lately? Maybe you've been missing something, for
with Lucky Strike you'll enjoy a smoother,
better-tasting smoke everytime! And now, from
the Mutual News Room in New York... Les Higbie.

ATX01 0021942

LES HIGBIE

SEPTEMBER 3, 1951

(COPIED BY MBS NEWS DIVISION)

LAING:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends, have you tried a Lucky lately? Maybe you've been missing something, for with Lucky Strike you'll enjoy a smoother, better-tasting smoke everytime! And now, from the Mutual News Room in New York...Les Higbie.

HIGBIE:

The accidental death toll is rising rapidly in every section of the country. The National Safety Council now predicts an all-time high traffic toll of more than 500 dead this Labor Day weekend, which is 110 more than last week's prediction. The actual number of highway killings at last report was 336, with the big homeward rush of traffic still to come this afternoon and evening. From all causes, 471 persons have lost their lives since Friday.

A new hurricane.....fifth of the season.....has churned up some eleven hundred miles east of the Windward Islands, even as hurricane number four, (nicknamed DOG by the storm forecasters in Miami,) heads westward across the Caribbean. Latest position reports on Hurricane Dog put its center 300 miles southeast of the Dominican Republic.

The Labor Day holiday in Washington is interrupted by at least one official action -- an ultimatum from the Pentagon to striking crewmen on Lake Michigan Railroad ferries. Assistant Army Secretary Karl Bondetsen tells the crewmen they must return to their jobs by five o'clock this afternoon, Eastern Daylight Time, or be dismissed. The railroads have been under nominal army operation since August 1950.

President Truman is flying across the nation non-stop to San Francisco, working on the final draft of the speech he'll deliver to the opening session of the Japanese peace treaty conference tomorrow night. The White House plane Independence is due

ATK01 0021943

to land at San Francisco about 6:30 this evening, New York time.

From Taipei, nationalist capital on Formosa, Chiang Kai-shek's government announces that the Japanese treaty to be signed this week will not be considered binding on the nationalist regime.

It's nighttime in Korea and for the fourth night in a row, UN officers offer no explanation for the series of mystery lights floating over allied lines. The chandelier-like luminescence eye-witnesses say, appear to be carried by a balloon or a helicopter. Appropriately, they're red-colored lights!

A heavy Communist assault by an estimated six thousand troops has been hurled at UN lines in the east central sector -- the same region where Red airpower has been thrown at our ground troops for the first time since last summer. One of the enemy aircraft which bombed and strafed front-line units is identified as a propeller-driven, Russian-built Yak 9.

UN officers are still saying they think the truce talks will resume. At the UN advance truce camp below Kaesong some preparations (perhaps significant) are reported today: winter heaters have been ordered for the camp.

Opening in New York today, the diamond jubilee meeting of the American Chemical Society, which brings 18 thousand distinguished scientists from 43 countries, for five days of discussions on the theme: chemistry and "the man of 2026 AD." It's described as the most important meeting of chemists ever held.

Now, here's John Laing.

LAING:

Friends, better-taste in anything depends on two things: What it's made of ... and how it's put together. And on these two points Luckies are unsurpassed. That's why Lucky Strike is a truly better-tasting cigarette. First, Luckies are famous for fine tobacco -- There's just no substitute for fine tobacco -- don't let anybody

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, SEPTEMBER 3, 1951

MIDDIE COMMERCIAL

LAING: Friends, better-taste in anything depends on two things: What it's made of ... and how it's put together. And on these two points Luckies are unsurpassed. That's why Lucky Strike is a truly better-tasting cigarette. First, Luckies are famous for fine tobacco -- There's just no substitute for fine tobacco -- don't let anybody tell you different. And LS/MFT -- Lucky Strike means fine tobacco. Second, Luckies are made better -- always round and firm with no loose ends. No doubt about it, Luckies' fine tobacco and superior manufacturing methods always give you a better-tasting cigarette. Pick up a carton of Luckies today. Back now to Les Higbie.

ATX01 0021945

LES HIGBIE

43-

SEPTEMBER 3, 1951

tell you different. And LS/MFT -- Lucky Strike means fine tobacco. Second, Luckies are made better -- always round and firm with no loose ends. No doubt about it, Luckies' fine tobacco and superior manufacturing methods always give you a better-tasting cigarette. Pick up a carton of Luckies today. Back now to Les Higbie.

HIGBIE:

A special statement is issued today by Ned Dearborn, president of the National Safety Council, as he estimates that a new all-time high death toll will be recorded this Labor Day weekend on the nation's highways.

"This is a high price to pay," he says, "for a little holiday fun even in these times. It is a tragic and intolerable price when you remember that these lives are being wasted needlessly and brutally through selfishness and carelessness. It is not yet too late to hold down the toll. As many as 100 lives may yet be saved over this holiday period -- and one of them could be your own."

That's the news. I'll be back tomorrow at this same time.

LAING:

You've been listening to Les Higbie and the news ... presented each week day at this same time by Lucky Strike ... the cigarette you can always depend on for smoother smoking and that rich true tobacco taste. Pick up a carton of Luckies today!

ATX01 0021946

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, SEPTEMBER 3, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this same
 time by Lucky Strike ... the cigarette you
 can always depend on for smoother smoking and
 that rich true tobacco taste. Pick up a
 carton of Luckies today!

ATX01 0021947

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, Sept. 4, 1951

Network:

Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)

Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, SEPTEMBER 4, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike ... the cigarette
 that tastes better than any other cigarette
 you've ever smoked! Try a carton of Lucky
 Strike today. And now, from the Mutual News
 Room in New York ... Les Higbie.

ATX01 0021949

LES HIGBIE

SEPTEMBER 4, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette that tastes better than any other cigarette you've ever smoked. Try a carton of Lucky Strike today. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

First reports are inconclusive on the mysterious death today of the well-known author Louis Adamic. A new Jersey state police official, Major Russell Snook says it could be most anything, accident, foul play, or suicide. Adamic was found dead in his partially burned country home ten miles west of Flemington, New Jersey, a bullet hole in his head and a rifle across his knees. Rags soaked in kerosene had been scattered through the house.

"Crazy fools" and moron motorists"! Those are the epithets applied by Ned Dearborn, President of the National Safety Council today to those responsible for the record breaking death toll in Labor Day traffic accidents. The weekend highway slaughter now stands at 456. Total killed from all causes, 707. Says Dearborn, "This disgraceful traffic toll points dramatically and clearly to the fact that we must take more drastic steps to rid the highways of these crazy fool drivers."

Late word is in on the Caribbean hurricane. It lost force during the night, says the Miami weather bureau. Jamaica now appears out of danger, but caution should be continued since it may regenerate.

An American ship identified only as The Anthony is reported burning some 350 miles southeast of Cape Race, Newfoundland. A Coast Guard cutter 100 miles away is racing to her assistance.

In Washington the Senate stretched the Labor Day weekend one extra day today and in so doing set a new unofficial speed record—a Senate session that lasted just 8 seconds.

ATX01 0021950

HIGBIE:

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9/4/51

The State Department announces the arrival tomorrow in Washington of U.S. German High Commissioner John J. McCloy, U.S. Ambassador to London Walter Gifford, and U.S. Ambassador to France, David Bruce. They'll take part in next week's Big Three Foreign Minister talks.

President Truman passed up his customary morning walk in San Francisco this morning because of the chill weather, as the world awaits his address opening the Japanese Peace Treaty Conference tonight, an address to be broadcast over the Mutual network at ten thirty PM, Eastern Daylight Time.

John Foster Dulles, principal architect of the treaty, speaks out in its defense today, denying Russian charges that it puts Japanese militarism back in the saddle.

A new allied note to the Communist high command is in preparation at Supreme Headquarters in Tokyo. General Ridgway is represented as hoping it may break the current impasse over the truce talks. Again today there are indications he may suggest a new site for the talks, somewhere else than Kaesong.

Some quick overseas headlines.

Four men executed in Trans-Jordan for the murder of King Abdullah.

West Berlin Mayor urges counter traffic tax to meet Russia's little blockade.

Iran drawing up new proposals to offer Britain in the oil crisis.

Russians installing Radar along India's northern borders.

German rocket expert, now working in France, says Moscow is trying to build a rocket bomber capable of circling the globe in two hours.

Now, here's John Laing.

ATXO1 0021951

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, SEPTEMBER 4, 1951

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better than any other cigarette, and here's why. Taste in anything depends on two things - what it's made of ... how it's put together. And in cigarettes you must start with fine tobacco. That's right - there's no substitute for fine tobacco - don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. In addition, Luckies are made better. They're always round and firm with no loose ends - packed just right to give you complete smoking enjoyment. Yes, Luckies' fine tobacco and superior manufacturing methods make Luckies taste better than any other cigarette! Try a carton - soon. Back now to Les Higbie.

ATX01 0021952

HIGBIE:

3

9/4/51

LAING:

Friends, Luckies taste better than any other cigarette and here's why. Taste in anything depends on two things. What it's made of, how it's put together. And in cigarettes you must start with fine tobacco. That's right, there's no substitute for fine tobacco, don't let anybody tell you different. And, L S M F T, Lucky Strike means fine tobacco. In addition, Luckies are made better. They're always round and firm with no loose ends, packed just right to give you complete smoking enjoyment. Yes, Luckies fine tobacco and superior manufacturing methods make Luckies taste better than any other cigarette. Try a carton soon. Back now to Les Higbie.

HIGBIE:

A significant footnote to the news today reported from Ossining, New York. There was no cross-country race in this year's annual track and field day at Sing Sing Prison.

That's the news, I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday at this same time by Lucky Strike. Remember friends, Luckies fine tobacco and superior manufacturing methods make Luckies taste better than any other cigarette. Get a carton today, and be sure to tune in this Thursday evening when Your Hit Parade returns to the air, starring Guy Lombardo and his Royal Canadians. Consult your newspaper for the time and station. That's Your Hit Parade, this Thursday evening presented by Lucky Strike.

THIS IS THE MUTUAL BROADCASTING SYSTEM

ATX01 0021953

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, SEPTEMBER 4, 1951

CLOSING COMMERCIAL.

LAING: You've been listening to Les Higbie and the
News ... presented each week day at this same
time by Lucky Strike. Remember friends,
Luckies' fine tobacco and superior manufacturing
methods make Luckies taste better than any
other cigarette! Get a carton today.

And be sure to tune in this Thursday evening
when Your Hit Parade returns to the air,
starring Guy Lombardo and his Royal Canadians.
Consult your newspaper for the time and
station. That's Your Hit Parade this Thursday
evening, presented by Lucky Strike!

ATX01 0021954

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, September 5, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, SEPTEMBER 5, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike, the cigarette
 that's always smooth, mellow -- better tasting
 by far! Try a carton of Luckies today. And
 now, from the Mutual News Room in New York ...
 Les Higbie.

LES HIGBIE

SEPTEMBER 5, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette that's always smooth, mellow, better tasting by far. Try a carton of Luckies today. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Russia's Andrei Gromyko has begun his first tirade at the Japanese Peace Treaty Conference in San Francisco, a lengthy rundown of Soviet objections to the treaty as now written, and a protest against the absence of Communist China from the meeting.

President Truman is flying from San Francisco to his home at Independence, Missouri. Is scheduled to land at Kansas City about three o'clock this afternoon, Eastern Daylight Time.

General Matthew Ridgway reportedly awaits only final approval from Washington before dispatching that new note to the Chinese and North Korean communists. In it, the U.N. Supreme Commander is expected to ask for a new truce talk site. Also he may say to the Reds in effect, let's cut out the argument over alleged neutrality violations and resume the talks, or get back to the fighting.

In Washington, the Senate Finance Committee has voted to accept without change the House approved tax on gambling. It may bring in 400 million dollars a year in new revenue.

New cutbacks in materials for civilian goods are announced by National Production Administrator Manley Fleishmann. On October first there'll be less steel for refrigerators, home washers, household appliances, television and radio sets, furniture and other items. Copper supplies available will be cut 60 to 54 percent,

ATX01 0021957

HIGBIE:

2

9/5/51

aluminum 50 to 46 percent. And, says Fleishmann, the situation will become desperate if the copper strike continues.

A bulletin from Denver on the copper strike. Federal attorneys have just asked U.S. District Court in Denver for a Taft-Hartley injunction to end the crippling copper tie-up for at least 80 days.

At least 23 persons have been killed in the past 24 hours in five air crashes in this country.

Seven Navy Airmen perished when their patrol bomber crashed 57 miles at sea off Quonset Point, Rhode Island. A jet fighter pilot lost his life when he smashed up on the desert north of Sentinel, Arizona. An Air Force pilot died when his plane and another collided over Portsmouth, New Hampshire. Seven crewmen on a B-29 were killed in a crash near Mountain Home Air Force Base, Idaho. Two persons died today near El Monte, California when a small private ship crashed into a house and burned. Five more lost their lives in Alaska's 12th crash in six weeks, a twin engine liaison plane spinning into a busy residential area at Anchorage.

The Miami weather bureau has its hands full just now watching three tropical storms, two of them hurricanes, the other a former hurricane. A brand new disturbance is now spotted in the eastern Atlantic 1400 miles due west of Dakar, Africa.

Residents of Topeka, Kansas are breathing a little easier, the forecast of more rain proving erroneous, the swirling waters of the Kansas River now leveling off.

The latest Dun and Bradstreet wholesale food price index is off seven cents, now stands at its lowest level since last December 19th.

Italy's premier Alcide de Gasperi left Rome for his trip to this country today where he'll seek a revision of the Italian Peace Treaty.

Now here's John Laing.

ATX01 0021958

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, SEPTEMBER 5, 1951

MIDDLE COMMERCIAL

LAING: Friends, your enjoyment of a cigarette depends on the way it tastes. And taste in a cigarette, like in anything else, depends on two things -- what it's made of ... how it's made. Well, Lucky Strike is famous for fine tobacco. Yes, LS/MFT -- Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco -- don't let anybody tell you different. What's more, Luckies are the best made cigarette in the world. Always round and firm -- always fully packed and easy on the draw. So remember, Luckies' fine tobacco and quality of manufacture make Luckies taste better than any other cigarette! Try a carton today. Back now to Les Higbie.

ATX01 0021959

HIGBIE:

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9/5/51

LAING:

Friends, your enjoyment of a cigarette depends on the way it tastes, and taste in a cigarette like in anything else depends on two things. What it's made of, how it's made. Well, Lucky Strike is famous for fine tobacco. Yes, L S M F T, Lucky Strike means fine tobacco, and to give a cigarette better taste there's no substitute for fine tobacco, don't let anybody tell you different. What's more, Luckies are the best made cigarette in the world, always round and firm, always fully packed and easy on the draw. So remember, Luckies fine tobacco and quality of manufacture make Luckies taste better than any other cigarette. Try a carton today. Back now to Les Higbie.

HIGBIE:

A seasonal suggestion is issued today by Vice President Bruce Bigelow of Brown University. To interest students in the study of Latin he says, comic books should be printed in that language.

That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday at this same time by Lucky Strike. Friends, if you haven't tried a Lucky lately do it soon. You'll agree with the millions who know, Luckies taste better than any other cigarette, and be sure to tune in tomorrow evening when Your Hit Parade returns to the air starring Guy Lombardo and his Royal Canadians. Consult your newspaper for the time and station. That's Your Hit Parade, tomorrow evening, presented by Lucky Strike.

THIS IS THE MUTUAL BROADCASTING SYSTEM

ATX01 0021960

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, SEPTEMBER 3, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this
 same time by Lucky Strike. Friends, if you
 haven't tried a Lucky lately, do it **soon**.
 You'll agree with the millions who know -
 Luckies taste better than any other cigarette!

 And be sure to tune in tomorrow evening when
 Your Hit Parade returns to the air, starring
 Guy Lombardo and his Royal Canadians. Consult
 your newspaper for the time and station. That's
 Your Hit Parade tomorrow evening, presented
 by Lucky Strike!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Thursday, September 6, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDT
(not in New York)
Repeat: 10:55-11:00 AM EDT
2:00-2:05 PM EDT
(WOR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, SEPTEMBER 6, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
presented by Lucky Strike ... the cigarette of
fine tobacco ... the cigarette that tastes
better than any other. Try a carton - today.
And now, from the Mutual News Room in New York ...
Les Higbie.

RTKO1 0021963

LES HIGBIE

SEPTEMBER 6, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette of fine tobacco, the cigarette that tastes better than any other. Try a carton today. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

The speed-up is on in San Francisco. U. S. delegates held a strategy pow-wow this morning, amid indications that the Japanese peace treaty will now be signed by the end of this week.

Thousands of Cleveland residents are giving General of the Army Douglas MacArthur a royal welcome. Tonight diplomats of the 52 nations represented in San Francisco will be tuned in to the Mutual network broadcast of the former Far Eastern commander's speech outlining his views on the treaty. That broadcast begins at 9:00 p.m. Eastern Daylight Time.

United Press correspondent Robert W. Gibson files this late dispatch from the Korean western front: "Dazed and so tired they could hardly talk, a detachment of United States infantrymen arrived safe back in their own lines tonight, bringing their dead and wounded with them, after battling their way for 16 hours through encircling Chinese Communists."

The western front is quiet again, but in the east-central sector G.I.'s and Marines have seized new strategic heights protecting their capture of Bloody Ridge.

At the Pentagon in Washington, Defense officials announce an increase in the October draft quota. 44,600 will be called instead of 41,000. November's quota, also announced, will be 33,700.

Britain's chancellor of the exchequer, Hugh Gaitskell, is conferring in Washington

ATK01 0021964

today with Treasury Secretary John Snyder and Secretary of Commerce Charles Sawyer, preliminaries to next week's meeting of the Big Three foreign ministers.

The nation's defense production program, Chief Mobilizer Charles E. Wilson tells Washington reporters, is approaching the quantity production stage which means, he says, that "the pinch is here now" for the civilian economy.

Eric Johnston, his economic stabilizer, confirms at last those reports that he'll soon quit that post.

And a CIO official confirms in Washington that Philip Murray wants to step down from the CIO presidency because of ill health.

Latest figures from the U. S. Public Health Service show 1,709 new cases of polio across the nation during the last week. 1,734 were reported the week before and "this suggests" say health officials, "that the peak has been reached."

The fifth hurricane of the season, with winds up to 135 miles per hour, is heading toward Florida today, but storm forecasters in Miami say it's still three days and 1300 miles away, could easily change its course.

President Truman tours flood-threatened eastern Kansas and western Missouri this afternoon, as the rain-swollen Kansas River moves up toward an expected crest of 27 $\frac{1}{2}$ feet at Kansas City. But the rain has stopped falling and the sun is now shining.

The Federal Reserve Bank in New York announces a most unusual situation - a shortage of nickels as well as pennies. And, says the bank, it's probably due to sales taxes, odd penny prices, and parking meters.

Now here's John Laing.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, SEPTEMBER 6, 1951

MIDDLE COMMERCIAL

LAING: Friends, taste in anything depends on two things. What goes into it... and how it's put together. This is 100% true of cigarettes, and on these two points Luckies are unsurpassed. You see, in a cigarette, there's no substitute for fine tobacco - don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. What's more, every Lucky Strike is a perfect cigarette -- always uniformly round, firm, and fully packed to give you more smoking enjoyment. So next time you're buying cigarettes, ask for a carton of Lucky Strike. You'll discover that Luckies taste better than any other cigarette. Back now to Les Higbie.

RTX01 0021966

HIGBIE

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9/6/51

ANNOUNCER:

Friends, taste in anything depends on two things. What goes into it and how it's put together. This is 100% true of cigarettes, and on these two points Luckies are unsurpassed. You see, in a cigarette there's no substitute for fine tobacco. Don't let anybody tell you different. And L S M F T. Lucky Strike means fine tobacco. What's more, every Lucky Strike is a perfect cigarette, always uniformly round, firm and fully packed to give you more smoking enjoyment. So next time you're buying cigarettes, ask for a carton of Lucky Strike. You'll discover that Luckies taste better than any other cigarette.

Back now to Les Higbie.

HIGBIE:

Peter Musick explained to a Chicago judge today that he felt tired and run-down until he began breaking windows. "It was wonderful," he declared. "I'd feel better right away. Gave me a sense of fulfillment!" Said the judge, "You'll have a year to control yourself in the House of Correction!"

That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike. Remember, friends, Luckies are the best tasting cigarettes you've ever smoked. Try a carton today. And be sure to tune in tonight when Your Hit Parade returns to the air starring Guy Lombardo and his Royal Canadians. Consult your newspaper for time and station. That's Your Hit Parade tonight, presented by Lucky Strike.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0021367

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, SEPTEMBER 6, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the News ...
 presented each week day at this same time by
 Lucky Strike. Remember, friends, Luckies are the
 best-tasting cigarette you've ever smoked. Try a
 carton -- today!

 And be sure to tune in tonight when Your Hit
 Parade returns to the air, starring Guy Lombardo
 and his Royal Canadians. Consult your newspaper
 for the time and station. That's Your Hit Parade
 tonight, presented by Lucky Strike!

ATXO1 0021968

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Friday, September 7, 1951

Network:

Mutual Broadcast: 8:55-9:00 AM EDT
~~(not in New York)~~

Repeat: 10:55-11:00 AM EDT
2:00-2:05 PM EDT
(WOR.)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, SEPTEMBER 7, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike. If you haven't tried
 a Lucky lately, do it today. You'll agree --
 Luckies taste better than any other cigarette.
 And now, from the Mutual News Room in New York ...
 Les Higbie.

LES HIGBIE

SEPTEMBER 7, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. If you haven't tried a Lucky lately, do it today. You'll agree Luckies taste better than any other cigarette. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Andrei Gromyko and the Russian delegation have made it safely to the San Francisco Opera House, escorted by police with sirens screaming. They're under special guard today because of a report reaching San Francisco police that White Russians were plotting to kill Gromyko in a fake traffic accident. A truck did turn over on Bayshore Highway along the route the Russians take from their suburban mansion, but Gromyko and his party had not yet left the mansion at the time of the accident.

Today's Japanese peace treaty conference session has begun, as other delegates are waiting expectantly for tonight's session, when the Russians may pull another dramatic walkout.

At Jakarta, Indonesia's cabinet has decided that its representatives will sign the treaty.

Hurricane EASY, fifth and most violent of the season, is still sending its 160 mile an hour winds howling in the direction of Florida's east coast, but latest position reports put its center about 900 miles east of Miami, 400 miles north of Puerto Rico.

Storm forecasters in Miami say the hurricane appears to be veering northwestward away from Florida, but will have to veer much more sharply to miss the U.S. mainland entirely.

In New York, at U.N. headquarters, Secretary-General Trygve Lie tells reporters in

ATX01 0021971

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, SEPTEMBER 7, 1951

MIDDLE COMMERCIAL

LAING: Friends, let me ask you a question. "What gives a cigarette better taste?" Think about this, and then see if this answer adds up. Better taste in a cigarette comes from two things - fine tobacco and perfect manufacturing methods. And on these two points Lucky Strike is unexcelled. You know -- LS/MFT - Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco - don't let anybody tell you different. On top of this, Lucky Strike is the best made cigarette in the world - always round and firm with no loose ends. So switch to Lucky Strike for the best-tasting cigarette you've ever smoked. Try a carton today. Back now to Les Higbie.

ATX01 0021972

HIGBIE

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9/7/51

Now here's John Laing.

ANNOUNCER:

Friends, let me ask you a question. What gives a cigarette better taste? Think about this and then see if this answer doesn't add up. Better taste in a cigarette comes from two things: fine tobacco and perfect manufacturing methods. And on these two points, Lucky Strike is unexcelled. You know L-S-M-F-T. Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco. Don't let anybody tell you different. On top of this, Lucky Strike is the best made cigarette in the world - always round and firm, with no loose ends. So switch to Lucky Strike for the best tasting cigarette you've ever smoked. Try a carton today.

Back now to Les Higbie.

HIGBIE:

From Berlin today comes a report on a style show behind the Iron Curtain in Eastern Germany. The well dressed Communist woman will wear what is called an activist combination. That means, we're told, a plain, all purpose dress. One hundred dresses were displayed at the show; none were for sale. Said the master of ceremonies: "If you like one dress in particular, go home and make it yourself."

That's the news. I'll be back Monday at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike. Friends, with the weekend coming up you'll want to be sure of plenty of smoking enjoyment for you and your friends. So stock up on Lucky Strike, the best tasting cigarette you've ever smoked. And now until Les Higbie returns next Monday, this is John Laing wishing you a very pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0021973

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, SEPTEMBER 7, 1951

CLOSING COMMERCIAL.

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this same
 time by Lucky Strike. Friends with the week-end
 coming up you'll want to be sure of plenty of
 smoking enjoyment for you and your friends. So
 stock up on Lucky Strike -- the best-tasting
 cigarette you've ever smoked! And now, until
 Les Higbie returns next Monday, this is
 John Laing wishing you a pleasant week-end.

ATX01 0021974

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

8:55-9:00 AM EDST

DATE: Monday, September 10, 1951

Network: Mutual Broadcast (not in New York)

Repeat: 10:55-11:00 AM PDST

2:00-2:05 PM EDST

(WCR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, SEPTEMBER 10, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News,
 presented by Lucky Strike! Friends, have you
 tried a Lucky lately? Maybe you've been missing
 something, because you can depend on Lucky Strike
 for a smoother, better-tasting smoke everytime!
 And now, from the Mutual News Room in New York....
 Les Higbie...

ATX01 0021976

LES HIGBIE

SEPTEMBER 10, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends, have you tried a Lucky lately? Maybe you've been missing something, because you can depend on Lucky Strike for a smoother, better tasting smoke every time. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

General J. Lawton Collins, Army Chief of Staff, declares that all American soldiers who fought in Korea last winter must be brought home before this coming winter. General Collins makes that statement in a letter today to Idaho's Senator Henry Dvorak. There's no satisfactory alternative, Collins adds, but to use National Guardsmen now in service to meet a pressing manpower problem.

A late bulletin from Tokyo. Radio Peiping says General Ridgway's proposal to move the site of the truce talks is unreasonable.

And this comment comes today from a man who should know, on the latest aerial dogfight over northwest Korea. Colonel Francis S. Gabreski, America's leading air ace, says it was "one of the most ferocious battles I have ever been in."

At Eighth Army headquarters in Korea, an unofficial report of potentially great significance. There's reliable but not conclusive evidence, Army sources say, that Russians are flying some of those enemy jet fighters.

At the Pentagon, the Navy announces some damage, but no casualties after three direct enemy hits on the U. S. destroyer escort Seiverling off Wonsan.

Also at the Pentagon, the Air Force says yesterday's report of a B-50 bomber in trouble over the North Atlantic was false. The report is now traced to an airman on duty at Tinker Field, Oklahoma City.

ATX01 0021977

9/10/51

Hurricane number five, nicknamed Easy, is still a threat to North Atlantic shipping lanes today. Last word from the Miami weather bureau locates the 75-mile an hour winds some 550 miles northeast of Bermuda. They're heading in a northeasterly direction.

President Truman opens the annual meeting of the World Bank and International Monetary Fund in Washington, declaring that both the Bank and the Fund are "part and parcel of the same great effort as the United Nations - an effort to maintain peace."

Czechoslovakia's delegation has just been beaten in an attempt to prevent Nationalist China from attending the meeting. The vote was 48 to 2.

The White House announces that New York's Governor, Thomas E. Dewey, will go to Mr. Truman's office Thursday morning this week to report on his recent Far Eastern tour.

At the Capitol, Chairman Burnet Maybank of the Senate Banking Committee, announces a rebuff to the President on his request for repeal of the Copehart Amendment to the present Price Control Law. Voting 8 to 5, the committee turned down outright repeal.

The Department of Agriculture issues a new forecast on this year's cotton crop. The estimate is for 17,291,000 bales. That would be the third largest in our history.

United Press quotes informed sources in Washington as saying those fantastic weapons referred to recently by President Truman and others are guided missiles complete with electronic brains, better power plants, and high explosive or atomic warheads.

Senator Paul Douglas of Illinois in Detroit today, addressing the National Conference

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, SEPTEMBER 10, 1951

MIDDLE COMMERCIAL

LAING: Friends, better taste in anything depends on two things: What it's made of ... and how it's put together. And on these two points Luckies are unsurpassed. That's why Lucky Strike is a truly better-tasting cigarette. First, Luckies are famous for fine tobacco -- there's just no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. Second, Luckies are made better -- always round and firm with no loose ends. Yes, you can depend on Luckies' fine tobacco and superior workmanship to give you a better-tasting cigarette. So, pick up a carton of Luckies today. Back now to Les Higbie..

of Catholic Charities, says the next 30 days will tell whether we'll have war or no war for at least another year.

London makes the latest move in the Anglo-Iranian oil dispute. Britain announces Iran no longer can convert Sterling into dollars.

Now here is John Laing.

ANNOUNCER:

Friends, better taste in anything depends on two things: what it's made of and how it's put together. And on these two points, Luckies are unsurpassed. That's why Lucky Strike is a truly better tasting cigarette. First, Luckies are famous for fine tobacco. There's just no substitute for fine tobacco. Don't let anybody tell you different. And L S M F T. Lucky Strike means fine tobacco. Second, Luckies are made better - always round and firm, with no loose ends. Yes, you can depend on Luckies' fine tobacco and superior workmanship to give you a better tasting cigarette. So pick up a carton of Luckies today.

Back now to Les Higbie.

HIGBIE:

Mr. and Mrs. Sumner Dodge of Raymond, New Hampshire are honeymooning today after a hectic marriage ceremony. Just as Sumner was about to say "I do" he fainted. When his brother, the best man, rushed to help him, he also fainted. The bride waited calmly for both to be revived, and the services were completed.

That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike, the cigarette you can always depend on for smoother smoking and that rich, true tobacco taste. Pick up a carton of Luckies today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, SEPTEMBER 10, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and
 the News ... presented each week day at this
 same time by Lucky Strike ... the cigarette you
 can always depend on for smoother smoking and
 that rich true tobacco taste. Pick up a carton
 of Luckies today!

ATX01 0021981

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE September 11, 1951

Network:

Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)

Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

AS REQUEST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, SEPTEMBER 11, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News --
presented by Lucky Strike ... the cigarette
that tastes better than any other cigarette
you've ever smoked! Try a carton of Lucky Strike
today. And now, from the Mutual News Room in
New York ... Les Higbie..

LES HIGBIE

SEPTEMBER 11, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette that tastes better than any other cigarette you've ever smoked. Try a carton of Lucky Strike today. And now from the Mutual News Room in New York, Les Higbie.

HIGBIE:

There's speculation in Tokyo that a break in the truce talk stalemate may result from today's official UN admission and expression of regret to the Communist High Command that a UN plane did attack the Kaesong neutral zone yesterday. It was due to a pilot's navigational error, says Vice Admiral Turner Joy and he promises "disciplinary action" against him.

The Reds, meantime, send UN Supreme Commander General Ridgway, a sharply worded note, rejecting officially his proposal for a new truce talk site.

The air and ground fighting fronts are more active. Four F-84 thunder jets tangled with sixteen Soviet-built Mig 15's over North Korea; one enemy plane was probably destroyed. 25th Division G.I.'s seized another hill below Pyongyang in the central sector. A two thousand man Communist force was pushed off high ground north of Inje on the eastern front.

San Diego's Florence Chadwick can claim a real triumph. Her swim across the English Channel against heavy tides is called by channel experts the greatest channel swimming feat since Captain Matthew Webb first made it 76 years ago. Miss Chadwick became the first woman in history to make the rugged crossing from England to France.

Another false distress message --the second in two days--is under investigation by Coast Guard authorities. An SOS report early this morning ostensibly from the oil tanker Gulfray off Key West is now discovered to be a hoax.

ATXG1 0021984

9/11/51

Immediate repercussions come today from Britain's economic crackdown on Iran. The Black Market dollar rate is up 20 percent in Teheran. There's mounting talk of an Iranian financial crisis.

President Truman dedicated the new 25 million dollar General Accounting Office Building in Washington this morning, and in a speech reminiscent of his 1948 campaign style, he defended administration financial policies saying, the country is stronger economically than it has ever been before.

Britain's foreign secretary Herbert Morrison has completed another round of discussions in Washington with Secretary of State Acheson, discussions centering today on the effect of higher prices on western rearmament.

Other Washington Headlines... Defense Mobilizer Charles E. Wilson expresses shock at winter steel prospects, demands a million ton increase for the first three months of next year.

Defense Production Administrator Manley Fleishman warns of peril to Defense Program unless scrap metal collections pick up.

Jake Guzik and Rocco Fischetti plead not guilty to contempt of Congress charges.

Lovely Kay Hutchins, Miss America of 1952, met reporters at a breakfast news conference in New York, wearing a white turtle-neck sweater, a Navy blue skirt and a gold and white stole, answering all questions but one. She doesn't know the Utah state flower. Her beauty formula, says Miss Hutchins, is to be yourself, get plenty of rest, and don't lead a fast life.

In Brantford, Ontario, Alexander Graham Bell's hometown, the citizens have voted against an increase in telephone rates.

Now, here's John Laing.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, SEPTEMBER 11, 1951
MIDDLE COMMERCIAL

LAING:

Friends, Luckies taste better than any other cigarette, and here's why. Taste in anything depends on two things -- what it's made of ... how it's put together. And in cigarettes you must start with fine tobacco. That's right -- there's no substitute for fine tobacco - don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. In addition, Luckies are made better -- you can depend on that! They're always round and firm with no loose ends -- packed just right to give you complete smoking enjoyment. Yes, Luckies' fine tobacco and superior workmanship make Luckies taste better than any other cigarette! Try a carton -- today. Back now to Les Higbie..

ATX01 0021986

HIGBIE

-3-

9/11/51

ANNOUNCER:

Friends, Luckies taste better than any other cigarette, and here's why. Taste in anything depends on two things, what it's made of, how it's put together. And in cigarettes, you must start with fine tobacco. That's right; there's no substitute for fine tobacco. Don't let anybody tell you different, and L.S.M.F.T., Lucky Strike means fine tobacco. In addition, Luckies are made better. You can depend on that. They're always round and firm, with no loose ends, packed just right to give you complete smoking enjoyment. Yes, Luckies' fine tobacco and superior workmanship make Luckies taste better than any other cigarette. Try a carton today. Back now to Les Higbie.

HIGBIE:

A nationwide drive for blood donations is under way today, sparked by an appeal from Secretary of Defense George Marshall. It is imperative, he says, that plasma be available for immediate use at the front and wherever our forces are stationed at home or overseas. If every American will give three pints of blood before next summer, our immediate problem will be solved.

That's the news. I'll be back tomorrow at this same time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike. Remember, friends, you can depend on Luckies' fine tobacco and superior workmanship to make Luckies taste better than any other cigarette. Get a carton today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0021987

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, SEPTEMBER 11, 1951

CLOSING COMMERCIAL

IAING:

You've been listening to Les Higbie and the
News ... presented each week day at this same
time by Lucky Strike. Remember, friends, you
can depend on Luckies' fine tobacco and superior
workmanship to make Luckies taste better than any
other cigarette! Get a carton today!

ATX01 0021988

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Wednesday, September 12, 1951
Network: Mutual
Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WCR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, SEPTEMBER 12, 1951

OPENING COMMERCIAL

IAING:

It's time for Les Higbie and the News ...
presented by Lucky Strike, the cigarette
that's always smooth, mellow -- better
tasting by far! Try a carton of Luckies,
today. And now, from the Mutual News Room in
New York ... Les Higbie...

ATK01 0021990

LES HIGBIE

SEPTEMBER 12, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette that's always smooth, mellow, better tasting by far. Try a carton of Luckies today. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Washington observers say Defense Secretary George Marshall handed in his resignation today because of concern for his wife's health. The sudden announcement although expected for some time because of Marshall's known desire to retire, is followed by a shuffling of several top Washington jobs.

Secretary Marshall's Deputy at the Pentagon, Robert A. Lovett, will be the new Secretary of Defense. ECA Chief William C. Foster, succeeds Lovett as Deputy Defense Secretary. Richard M. Bissell is named Acting Administrator of ECA.

President Truman also named former OPA Administrator Chester Bowles to be the new U. S. Ambassador to India.

The Army announces in Washington that two more National Guard Divisions will be called into active Federal service early next year: the 37th Division from Ohio, the 44th from Illinois.

The latest Defense Department summary of American battle casualties in Korea shows an increase of 596 since last week's report. The overall total now stands at 82,362.

The Pentagon reports two new air battles over North Korea. Ten F84 Thunderjets tangling with 15 Migs. One Mig destroyed. And an unknown number of F80's fought eleven Migs up in Mig Alley, destroying one Mig, but we also lost one of our planes.

ATX01 0021991

LES HIGBLE

-2-

9/12/51

Late word is in from 8th Army Headquarters on the ground fighting -- U. S. Marines have opened a new "killer" offensive, ramming the enemy back with bayonets and flame throwers.

Radio Peiping is hinting that the Communists may reject the UN expression of regret about the attack on Kacsong. A Communist correspondent calls the allied explanation "absurd" for saying the attack was a mistake. He charges that it was "deliberate".

At the Capitol in Washington, Chairman Erlen McMahon of the Joint Congressional Atomic Energy Committee, tells reporters that the destructive power in America's atomic stockpile now is truly fantastic.

The Iranian Premier, Mohammed Mossadegh, said the ultimatum to Great Britain has been sent to Averell Harriman in Washington for retransmission to London. It's reported in Teheran, too, that the Shah of Iran made a last minute attempt to dissuade him from sending it, but failed.

The nationwide search for confessed police briber Harry Gross continues. Police looked over all the passengers on board a non-scheduled Westbound airliner when it landed at Winslow, Arizona a short time ago, but say none could be identified as Gross.

The new Dun and Bradstreet wholesale food price index is down three cents to six dollars and seventy-nine cents. And that's the low point since last December 12th.

In New York, Sugar Ray Robinson is an 8 to 5 favorite to win back the world middle-weight boxing crown tonight from Britain's Randy Turpin. Robinson weighs in at 157½, Turpin at 159.

From Selb, Germany, it's now revealed that one of those 23 Czechs who fled to Bavaria on a train yesterday is a millionaire doctor who left all his wealth behind.

Now, here's John Laing.

ATX01 0021992

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, SEPTEMBER 12, 1951

MIDDLE COMMERCIAL

LAING: Friends, your enjoyment of a cigarette depends on the way it tastes. And taste in a cigarette, like in anything else, depends on two things -- what it's made of -- how it's made. Well, Lucky Strike is famous for fine tobacco. Yes, LS/MFT -- Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco -- don't let anybody tell you different. What's more, Luckies are the best made cigarette in the world. Always round and firm -- always fully packed and easy on the draw. So remember, you can depend on Luckies' fine tobacco and superior workmanship to make Luckies taste better than any other cigarette! Try a carton today. Back now to Les Higbie.

ATX01 0021993

LES HIGBIE

-3-

9/12/51

ANNOUNCER:

Friends, your enjoyment of a cigarette depends on the way it tastes. And taste in a cigarette, like in anything else, depends on two things: what it's made of, how it's made. Well, Lucky Strike is famous for fine tobacco. Yes, LSMFT - Lucky Strike means fine tobacco. And to give a cigarette a better taste there's no substitute for fine tobacco - don't let anybody tell you different. What's more, Luckies are the best made cigarette in the world - always round and firm - always fully packed and easy on the draw. So remember, you can depend on Luckies' fine tobacco and superior workmanship to make Luckies taste better than any other cigarette. Try a carton today.

Back now to Les Higbie.

HIGBIE:

When Red Cross officials asked for blood donations in Woodbury, New Jersey, the first in line was James Cooney, just back from 17 months on the fighting line in Korea. Cooney knows from firsthand experience the importance of General George Marshall's plea to every American - give three pints of blood before next summer and our immediate problem will be solved.

ANNOUNCER:

You have been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike. Friends, if you haven't tried a Lucky lately, do it soon. You'll agree with the millions who know - Luckies taste better than any other cigarette.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

BTX01 0021994

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, SEPTEMBER 12, 1951

CLOSING COMMERCIAL

JAING: You've been listening to Les Higbie and the
News ... presented each week day at this same
time by Lucky Strike. Friends, if you haven't
tried a Lucky lately, do it soon. You'll agree
with the millions who know -- Luckies taste better
than any other cigarette!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Thursday, September 13, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDST
DATE: _____ Report: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

SEP 13 1951

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, SEPTEMBER 13, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
presented by Lucky Strike ... the cigarette of
fine tobacco ... the cigarette that tastes better
than any other. Try a carton -- today. And now,
from the Mutual News Room in New York ...
Les Higbie....

ATX01 0021997

LES HIGBIE

September 13, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette of fine tobacco, the cigarette that tastes better than any other. Try a carton today. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Official details are published in Washington about one of those fantastic new weapons we've been hearing about. The Air Force announces that the first Guided Missile Squadron, equipped with pilotless B - 61 Matador bombers goes into training at Ko-Ko, Florida, October 1st. And that training will aim later, says the Air Force, at making the squadron ready for combat.

The Navy announces that grounding for morale reasons of Patrol Squadron 9 in the Alaskan area, where a series of air crashes is under investigation by a naval board of inquiry. Three of the crashes involved planes from this squadron.

Thomas E. Dewey got sidetracked on his way to the White House again today, this time literally. His driver turned into the wrong driveway on the White House grounds, making the New York Governor four minutes late for his appointment with President Truman.

To reporters outside the President's office, after a 40 minute talk, with Mr. Truman, Governor Dewey says he urged much closer political and military alliances among non-Communist nations in the Pacific area. "We should take firm steps," he declares, "to help our friends in that area."

Another hint is broadcast by radio Peiping today about possible enemy terms for resuming the suspended truce talks. The talks could start again immediately says the Red Radio, if the Americans admit responsibility for all the Communist charges of neutrality violations.

ATX01 0021998

9/13/51

UN troops are engaged in some of the bloodiest fighting of the war, according to late word from 8th Army Headquarters. U. S. Marines, GIs, South Koreans and other allied troops carving out gains up to 5 miles in several sectors.

Two late announcements in London: Britain reveals the signing of a contract with Russia to procure one million tons of grain. And the London Government also officially prohibits all British ships from taking any more cargoes to Iran.

A bulletin from Washington - the big 3 Foreign Ministers are near a final agreement on their peace contract for West Germany.

State Department spokesmen leave no doubt that the allied ban on Czech airline flights over West Germany is directly linked to the campaign of pressure on the Prague government to force the release of American reporter Bill Oatis. A frank forecast at the department today: "Other things will be coming along soon."

The former treasurer of the American Lithofold Corporation, E. J. Toole, tells Senate investigators in Washington that the head of that company asked him in 1949 to "call the White House in an effort to get some high influence," favoring an RFC loan for the firm.

Another witness, RFC examiner J. Frank Williams, testifies that neither Democratic National chairman Bill Boyle, nor anyone else tried to pressure him on RFC loans for the same company.

The Senate Armed Services committee votes unanimously to confirm the appointment of Robert A. Lovett as the new Secretary of Defense, succeeding General George C. Marshall.

Administration leaders at the Capital are again hopeful they can get final action today in the Senate on the big 61 billion dollar military spending bill.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, SEPTEMBER 13, 1951

MIDDLE COMMERCIAL

IAING: Friends, taste in anything depends on two things. What goes into it.. and how it's put together. This is 100% true of cigarettes, and on these two points you can depend on Luckies. You see, in a cigarette, there's no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. What's more, every Lucky Strike is a perfect cigarette -- always uniformly round, firm and fully packed to give you more smoking enjoyment. So next time you're buying cigarettes, ask for a carton of Lucky Strike. You'll discover that Luckies taste better than any other cigarette. Back now to Les Higbie.

ATX01 0022000

Now here's John Laing.

ANNOUNCER:

Friends taste in anything depends on two things - what goes into it and how it's put together. This is one hundred percent true of cigarettes. And on these two points you can depend on Luckies. You see in a cigarette, there's no substitute for fine tobacco, don't let anybody tell you different. And L S M F T. Lucky Strike means fine tobacco. What's more every Lucky Strike is a perfect cigarette, always uniformly round, firm, and fully packed, to give you more smoking enjoyment. So next time you're buying cigarettes, ask for a carton of Lucky Strike. You'll discover that Luckies taste better than any other cigarette. Back now to Les Higbie.

HIGBIE:

Another chapter today in the story of William Sippy's cow, in Richland Center, Wisconsin. Two days ago she fell off a cliff, was dislodged from some treetops only with the help of a wrecking crew. Today, Sippy decided the cow was ill, prepared to butcher. The cow took one look at the weapons of execution, took off down a hill. When Sippy and a veterinarian caught the cow, it was determined that she's in fine health. So the execution has been indefinitely postponed.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week day at this same time, by Lucky Strike. Remember friends you can depend on Luckies for the best tasting cigarette you've ever smoked. Try a carton today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, SEPTEMBER 13, 1951

CLOSING COMMERCIAL

IAING: You've been listening to Les Higbie and the
News ... presented each week day at this same
time by Lucky Strike. Remember, friends, you
can depend on Luckies for the best-tasting
cigarette you've ever smoked. Try a carton today!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Mutual

8:55-9:00 AM EDST

Friday, September 14, 1951

Network:

Broadcast: (not in New York)

Repeat: ~~10:55-11:00 AM PDST~~

2:00-2:05 PM EDST

(WOR)

DATE: _____

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, SEPTEMBER 14, 1951

OPENING COMMERCIAL

IAING: It's time for Les Higbie and the News
presented by Lucky Strike. If you haven't tried a
Lucky lately, do it today. You'll agree -- Luckies
tasto better than any other cigarette. And now,
from the Mutual News Room in New York
Les Higbie

LES HIGBIE

SEPTEMBER 14, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. If you haven't tried a Lucky-lately do it today, you'll agree Luckies taste better than any other cigarette. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

U.S. Air Force spokesmen in Washington and Korea take note of good flying weather in the Far East, as the end of the rainy season approaches, issue a broad hint today that we may soon be bombing Communist bases in Manchuria.

At 5th Air Force headquarters, Major General Frank F. Everest estimates that the enemy now has more than 11 hundred planes most of them jet fighters in the Red air buildup. He says, he assumes that if the UN forces were attacked in force from the air the bombing restrictions would be lifted.

At the Pentagon, a military spokesman backs up General Everest's comment with this statement: "It can be assumed that UN forces have plans to meet any contingencies in Korea."

Eighth Army Commander, General James Van Fleet, meanwhile, comments on a possible enemy ground offensive at an air base near Seoul. "This is the full moon", says Van Fleet, "tonight, tomorrow night and the following night are extremely critical."

Two Senate investigations produce headlines in Washington. Eugene Dooman, formerly Assistant chief of the Far Eastern Affairs division in the State Department tells Internal Security Committee men that work was undertaken to eliminate the capitalist class in Japan after Dean Acheson became Under secretary of state in 1945.

ATX01 0022005

9/14/51

Meanwhile, apparently contradictory testimony is given the Senate committee investigating the American Lithofold Corporation. The former treasurer of that company, J.E. Toole, says Democratic National chairman Bill Boyle did intervene directly on behalf of the disputed government loan to the St. Louis firm.

The Office of Price Stabilization has just announced official authorization for automobile dealers to pass on to new car purchasers, price increases at the factory.

Also in Washington - New York Governor Thomas E. Dewey and Representative Hugh Scott of Pennsylvania, former Republican National chairman, confer on General Dwight D. Eisenhower as a 1952 presidential candidate.

The Department of Justice discloses that the federal income tax returns of Governor William S. Beardsley of Iowa are under study for possible prosecution on tax evasion charges.

A communique is due at mid-afternoon in Washington from the final session of the big three foreign ministers. They're talking today about the effects of inflation on the cost of western rearmament.

In Peoria, Illinois, the Peoria county grand jury has handed down indictments for Bradley University's all-American basketball player Gene Melchiorre and six New York gamblers. The charge: "fixing" the Bradley-Oregon State game of last December 7th.

In Boston, the man recently fired as Collector of Internal Revenue for Massachusetts Denis W. Delaney, was indicted today by a federal grand jury on charges of bribery.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, SEPTEMBER 14, 1951

MIDDLE COMMERCIAL

LAING: Friends, let me ask you a question: "What gives a cigarette better taste?" Think about this, and then see if this answer adds up. Better taste in a cigarette comes from two things -- fine tobacco and superior workmanship. And on these two points Lucky Strike is unexcelled. You know -- LS/MFT -- Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco -- don't let anybody tell you different. On top of this Lucky Strike is the best made cigarette in the world -- always round and firm with no loose ends. Yes, you can depend on Lucky Strike for the best tasting cigarette you've ever smoked. Try a carton today. Back now to Les Higbie.

9/14/51

The London Star reports that Prime Minister Attlee has informed Labor Party leaders that he's in favor of a British general election this fall.

In Bucharest, capital of Communist-controlled Rumania, government prosecutors are demanding the death penalty for four Rumanians in the latest mass spy trial behind the Iron Curtain.

Now here's John Laing.

LAING:

Friends let me ask you a question. What gives a cigarette better taste? Think about this and then see if this answer adds up. Better taste in a cigarette comes from two things - fine tobacco and superior workmanship. And on these two points Lucky Strike is unexcelled. You'll know L S M F T - Lucky Strike means fine tobacco. And to give a cigarette better taste, there is no substitute for fine tobacco, don't let anybody tell you different. On top of this Lucky Strike is the best made cigarette in the world, always round and firm, with no loose ends. Yes, you can depend on Lucky Strike for the best tasting cigarettes you've ever smoked. Try a carton today. Back now to Les Higbie.

HIGBIE:

Florence M. Downing, age 78, fell off a fifty foot cliff near Torquay, England today, got up and walked calmly to an ambulance, unconcerned about a few scratches. She was worried however. Ambulance attendants say she was very much put out about losing her hat.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each week day at this same time by Lucky Strike. Friends with the weekend coming up, you'll want to be sure of plenty of smoking enjoyment for you and your friends. So stock up on Lucky Strike, the best tasting cigarette you've ever smoked.

HIGBIE

-4-

9/13/51

And now until Les Higbie returns next Monday, this is John Laing wishing you
all a very pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022009

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, SEPTEMBER 14, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the News ...
presented each week day at this same time by
Lucky Strike. Friends, with the week-end coming
up you'll want to be sure of plenty of smoking
enjoyment for you and your friends. So stock up
on Lucky Strike -- the best-tasting cigarette you've
ever smoked! And now, until Les Higbie returns
next Monday, this is John Laing, wishing you a
pleasant week-end.

ATX01 0022010

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, September 17, 1951

Network:

Mutual Broadcast (not in New York)

Repeat: ~~8:55-9:00 AM EDST~~
~~10:55-11:00 AM PDST~~
2:00-2:05 PM EDST
(WCR)

AS REQUEST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, SEPTEMBER 17, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News,
 presented by Lucky Strike! Friends, have you
 tried a lucky lately? Maybe you've been missing
 something, because you can depend on Lucky Strike
 for a smoother, better-tasting smoke everytime!
 And now, from the Mutual News Room in New York....
 Les Higbie...

ATX01 0022012

LES HIGBIE

SEPTEMBER 17, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike. Friends have you tried a Lucky lately? Maybe you've been missing something, because you can depend on Lucky Strike for a smoother, better tasting smoke every time. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Important defense developments in Washington! President Truman has moved the Hydrogen Bomb project into the billion dollar class, asking Congress for another 484 million dollars for the big H-bomb plant in South Carolina.

At the Pentagon, the new chief of naval operations, Admiral William Fechteler reveals that the Navy now has ship and plane crews on carriers who are trained in the tricky business of handling atomic bombs. Admiral Fechteler calls also for an increase in strength for the Marine corps.

Also at the Pentagon, Robert A. Lovett is sworn in officially as Secretary of Defense.

At the Capitol, the Senate Judiciary Committee rejects two of President Truman's nominations for Illinois judgeships, nominations opposed by Senator Paul Douglas.

The Senate Foreign Relations Committee has decided to hold hearings on the nomination of Dr. Philip Jessup as a delegate to the United Nations, and also to study the appointment of Chester Bowles as Ambassador to India.

Senators investigating RFC loans to the American Lithofold Company heard a former RFC official, Frank Prince testify today that he received from the President of the company a camera, a bottle of perfume and food.

BTX01 0022013

9/17/51

President Truman has covered both international and domestic problems in two Washington speeches. At the Library of Congress ceremony in which the Declaration of Independence and the Constitution were placed in new hermetically-sealed cases, Mr. Truman noted that the freedoms included in those two documents are spreading everywhere except the Soviet Union where the people, he said, are held in terror and bondage.

Later in Constitution Hall, before the National Association of Postmasters, the chief executive lashed out at those who "are trying to make political capital" by attacks on government workers' loyalty. That, said the President, is "a contemptible way to get votes."

Italian Premier Alcide De Gasperi called for a broad revision of the Italian peace treaty in a secret session of the North Atlantic Council in Ottawa this morning.

And in Moscow, western diplomats are quoted as saying the Russians may try to seize the initiative in Germany, proposing elections to unify the country and an international conference to talk about a German peace treaty.

A top ranking Iranian military leader says he thinks the reported threat of an anti-Mossadegh rebellion in Teberan is a "fake."

In Tokyo, General Ridgway's latest visit to the Korean battlefield is described by public information officers as "routine." He's back at Supreme Headquarters in Tokyo waiting an answer from the Communist high command on his new offer to resume the truce talks.

It's the home stretch of the classic contest between gasoline and steam - the cross-country race between a 1913 Stanley Steamer and a 1911 Stoddard Dayton.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, SEPTEMBER 17, 1951

MIDDLE COMMERCIAL

LAING: Friends, better taste in anything depends on two things: What it's made of ... and how it's put together. And on these two points Luckies are unsurpassed. That's why Lucky Strike is a truly better-tasting cigarette. First, Luckies are famous for fine tobacco -- there's just no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. Second, Luckies are made better -- always round and firm with no loose ends. Yes, you can depend on Luckies' fine tobacco and superior workmanship to give you a better-tasting cigarette. So, pick up a carton of Luckies today. Back now to Les Higbie..

ATX01 0022015

HIGBIE

3-

9/17/51

Jack Brause and Rube Delanty are expected at New York's Rockefeller Plaza about 3 o'clock this afternoon. But Delanty's gasoline-powered Stoddard is 42 minutes behind - must make up that time coming down from Poughkeepsie.

From San Francisco a new use for helicopters is reported, when two fishermen in a rubber raft couldn't make it back to shore, the helicopter pilot says he got behind them, tilted his rotors and blew them ashore.

Now here's John Laing.

ANNOUNCER:

Friends better taste in anything depends on two things. What it's made of and how it's put together. And on these two points Luckies are unsurpassed. That's why Lucky Strike is a truly better tasting cigarette. First, Luckies are famous for fine tobacco. There's just no substitute for fine tobacco. Don't let anybody tell you different. And L S M F T - Lucky Strike means fine tobacco. Second, Luckies' are made better, always round and firm with no loose ends. Yes, you can depend on Luckies fine tobacco and superior workmanship to give you a better tasting cigarette. So pick up a carton of Luckies today. Back now to Les Higbie.

HIGBIE:

Weather forecasters in California predict thunderstorms in the mountains, accompanied by lightning, thus adding the threat of more forest fires in a state already plagued by five major blazes. Again our reminder that forest fires are too often started by carelessness. Make sure your matches and cigarettes are out before you throw them away.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike, the cigarette you can always depend on for smoother smoking and that rich true tobacco taste. Pick up a carton of Luckies today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022016

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, SEPTEMBER 17, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and
 the News ... presented each week day at this
 same time by Lucky Strike ... the cigarette you
 can always depend on for smoother smoking and
 that rich true tobacco taste. Pick up a carton
 of Luckies today!

ATX01 0022017

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE September 18, 1951

Network: Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

- 33
- 137
- I. Opening Billboard and brief commercial
 - II. Presentation of News
 - III. Middle Commercial
 - IV. Closing News Item
 - V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, SEPTEMBER 18, 1951

OPENING COMMERCIAL

IAING: It's time for Les Higbie and the News --
presented by Lucky Strike ... the cigarette
that tastes better than any other cigarette
you've ever smoked! Try a carton of Lucky Strike
today. And now, from the Mutual News Room in
New York ... Les Higbie..

ATX01 0022019

LES HIGBIE

SEPTEMBER 18, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette that tastes better than any other cigarette you've ever smoked. Try a carton of Lucky Strike today.

And now from the Mutual newroom in New York, Les Higbie.

HIGBIE:

Chairman Brien McMahon of the joint Congressional Atomic Energy Committee calls today for a new emphasis in our military thinking. In a speech to the Senate in Washington, the Connecticut lawmaker calls for all-out mass production of atomic weapons, for the spending of some 6 billion dollars a year on an atomic Army, Navy, and Air Force.

In Korea, heavy fighting in the western sector is reported again - and some of the fiercest combat of the war, say those on the scene, is taking place between Chorwon and Kansong on the east coast.

A new turn in the suspended truce talks may develop soon. UN and communist liaison officers will meet at a town below Kaesong tonight - a meeting suggested by the Reds.

A medical bulletin just issued in London...a series of examinations of King George reveal, say Buckingham Palace physicians, "structural changes" in one of his lungs.

Three elderly residents of a Nursing Home for the Aged at Colesville, Maryland, just outside Washington, were burned to death today in a general alarm fire. More than twenty others - rushed from the blazing ruins - are in suburban area hospitals.

Senate internal security investigators in Washington hear this testimony from former Voice of America writer Alice Widener. Julian R. Friedman, once an employee of the State Department in China, was described to her by a New York radio producer as "one

ATK01 0022020

9/18/51

of the top brains of the Communist Party".

The Senate has added its approval to House overriding of a White House veto on that bill boosting pensions of veterans for non-service-connected disabilities. Thus the measure now becomes law despite President Truman's veto.

The big 5 billion 800 million dollar military construction bill cleared Congress today, has been sent to the White House for signature.

Oregon's Congressman, Walter Norblad, drops a new bill in the hopper; He would forbid career officers in the armed services from retiring before age 62 unless they're disabled. Norblad, a member of the House Armed Services Committee, calls on Air Force Secretary Finletter to explain the recent resignation of a 38 year old Air Force general.

The French high commissioner for Indo China, General Jean de Lattre de Tassigny, tells reporters in Washington that the Chinese Reds could hurl 80 to 150 thousand troops at his forces at any time. The general was the victim today of a common Washington mishap - he got lost in the Pentagon!

From the Vatican comes word of an official decree of excommunication by Pope Pius the 12th for every Romanian who took part in the Iron Curtain-type trial and conviction of a Catholic bishop.

And there's speculation in London that Prime Minister Attlee's visit to King George today may be to ask a Royal dissolution of Parliament prior to a general election.

Some facts of life are reported by the Metropolitan Life Insurance Company.

Americans are living much longer than 50 years ago. Among those 65 or over, there are 116 women for every 100 men.

Now, here's John Laing.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, SEPTEMBER 18, 1951

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better than any other cigarette, and here's why. Taste in anything depends on two things -- what it's made of ... how it's put together. And in cigarettes you must start with fine tobacco. That's right -- there's no substitute for fine tobacco - don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. In addition, Luckies are made better -- you can depend on that! They're always round and firm with no loose ends -- packed just right to give you complete smoking enjoyment. Yes, Luckies' fine tobacco and superior workmanship make Luckies taste better than any other cigarette! Try a carton -- today. Back now to Les Higbie..

ATX01 0022022

HIGBIE

-3-

9/18/51

LAING:

Friends, Luckies taste better than any other cigarette and here's why. Taste in anything depends on two things - what it's made of, how it's put together - and in cigarettes you must start with fine tobacco. That's right - there's no substitute for fine tobacco. Don't let anybody tell you different - and L S M F T, Lucky Strike means fine tobacco. In addition, Luckies are made better - you can depend on that. They're always round and firm with no loose ends. Packed just right to give you complete smoking enjoyment. Yes, Luckies fine tobacco and superior workmanship make Luckies taste better than any other cigarette. Try a carton today!

Back now to Les Higbie.

HIGBIE:

"The honor of men is in danger" shouted a 250 pound man who rushed to help a 150 pound man being pummeled by a 200 pound woman in the Nienburg, Germany railway station. In court the woman said the man deserved to be pummeled because he was her husband and because he'd lost their train tickets. And besides, she added, never before have I "experienced a man talking back to me!"

You've been listening to Les Higbie and the news presented each weekday at this same time by Lucky Strike. Remember, friends, you can depend on Luckies' fine tobacco and superior workmanship to make Luckies taste better than any other cigarette. Get a carton today!

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022023

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, SEPTEMBER 18, 1951

CLOSING COMMERCIAL

IAING: You've been listening to Les Higbie and the
 News ... presented each week day at this same
 time by Lucky Strike. Remember, friends, you
 can depend on Luckies' fine tobacco and superior
 workmanship to make Luckies taste better than any
 other cigarette! Get a carton today!

ATX01 0022024

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, September 19, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat: 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, SEPTEMBER 19, 1951

OPENING COMMERCIAL

IAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike, the cigarette
 that's always smooth, mellow -- better
 tasting by far! Try a carton of Luckies,
 today. And now, from the Mutual News Room in
 New York ... Les Higbie...

ATX01 0022026

LES HIGBIE

SEPTEMBER 19, 1951

(COPIED BY MES NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike - the cigarette that's always smooth, mellow, better tasting by far. Try a carton of Luckies today! And now from the Mutual newsroom in New York - Les Higbie.

HIGBIE:

Election excitement runs high in Great Britain today. Informed London sources say Winston Churchill's Conservative Party may have a chance to topple the Laborites from power in a general election October 25th. Prime Minister Attlee's office says a statement on the question will be issued tonight.

There's also some excitement in Washington. Former RFC director, William Willett, tells Senate investigators that Democratic National Chairman, Bill Boyle, asked him three different times to see people about RFC business, but never about the American Lithofold Company. Willett says Matt Connelly and Dr. John R. Steelman, of the White House staff, also made inquiries of him about companies trying to get government loans. Another who contacted him - Guy Gabrielson, Chairman of the Republican National Committee.

In the Senate internal security hearing room, Lt. General Albert C. Wedemeyer declares that he was advised by State Department representatives in the Far East during World War II to "give more support to the Chinese Communists in lieu of the Nationalists".

The Senate Finance Committee publishes a 120 page report on the new Tax Bill which reveals that it would raise only 5 billion, 506 million dollars not 6 billion as estimated earlier.

Admiral William M. Fechteler, chief of naval operations, addressing the Women's National Press Club says, "air attack alone will not stop the advance of the

ATX01 0022027

Russian army against western Europe".

At the White House, President Truman will sign this afternoon that bill formalizing a Tactical Air Command for the Air Force. It's job - close support for ground troops.

Over northwest Korea, the latest aerial dogfight has resulted in one Mig 15 shot down -- at least five more damaged.

Along the western battlefield, several unidentified planes have bombed and strafed allied positions.

The Pentagon issues a new summary of American casualties, the new overall total of 83,257 including an increase of 895 over last week's figure.

And there's speculation in Tokyo that the red high command may send a reply on reopening the truce talks to that meeting of liaison officers below Kaesong late this afternoon.

In Copenhagen, political quarters say Denmark will go along with the admission of Greece and Turkey to the North Atlantic Treaty organization.

From Washington, White House trouble shooter Averell Harriman sends a sharply-worded note to Premier Mossadeq of Iran, explaining his refusal to pass on that ultimatum to Great Britain, offering to act as mediator again if Mossadeq will modify his terms.

Confessed police briber, Harry Gross, engaged in a terrific courtroom rhubarb with Judge Sam Leibowitz - Gross refusing to testify, Leibowitz threatening to chain him to the witness chair - at the trial of 18 Brooklyn policemen.

At Las Vegas, Frank Sinatra's efforts to obtain a quick divorce receive a setback. There'll be at least a three week delay because his wife now wants to file for an

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, SEPTEMBER 19, 1951

MIDDLE COMMERCIAL

LAING: Friends, your enjoyment of a cigarette depends on the way it tastes. And taste in a cigarette, like in anything else, depends on two things -- what it's made of -- how it's made. Well, Lucky Strike is famous for fine tobacco. Yes, LS/MFT -- Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco -- don't let anybody tell you different. What's more, Luckies are the best made cigarette in the world. Always round and firm -- always fully packed and easy on the draw. So remember, you can depend on Luckies' fine tobacco and superior workmanship to make Luckies taste better than any other cigarette! Try a carton today. Back now to Les Higbie.

ATX01 0022029

HIGBIE

-3-

9/19/51

Interlocutory decree first, in California.

In Milwaukee, Mrs. Leona L. Reuter suing her husband for divorce, accused him of turning off his hearing aid when she tried to talk to him.

Now, here's John Laing.

LAING:

Friends, your enjoyment of a cigarette depends on the way it tastes - and taste in a cigarette like in anything else depends on two things - what it's made of, how it's made. Well, Lucky Strike is famous for fine tobacco. Yes - L S M F T, Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco. Don't let anybody tell you different. What's more - Luckies are the best made cigarette in the world - always round and firm and always fully packed and easy on the draw. So remember, you can depend on Luckies' fine tobacco and superior workmanship to make Luckies taste better than any other cigarette. Try a carton today!

Back now to Les Higbie.

HIGBIE:

An argument about crocodiles in Bangkok, Siam today brought tears to a Buddhist priest and they weren't crocodile tears! Talking with another Buddhist priest, he claimed that crocodiles have tongues. The other man insisted they do not and stabbed his colleague to back up his argument. For those who are interested, zoologists tell us that crocodiles do have tongues!

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike.

Friends, if you haven't tried a Lucky lately, do it soon. You'll agree with the millions who know. Luckies taste better than any other cigarette.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022030

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, SEPTEMBER 19, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
News ... presented each week day at this same
time by Lucky Strike. Friends, if you haven't
tried a Lucky lately, do it soon. You'll agree
with the millions who know -- Luckies taste better
than any other cigarette!

ATX01 0022031

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, September 20, 1951

Network:

Mutual Broadcast: 8:55-9:00 AM EDT

(not in New York)

Repeat: 10:55-11:00 AM EDT

2:00-2:05 PM EDT

(WOR)

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, SEPTEMBER 20, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike ... the cigarette of
 fine tobacco ... the cigarette that tastes better
 than any other. Try a carton -- today. And now,
 from the Mutual News Room in New York ...
 Les Higbie....

ATX01 0022033

LES HIGBIE

SEPTEMBER 20, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

Time for Les Higbie and the news brought to you by Lucky Strike, the cigarette that tastes better than any other. Try a carton today. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

President Truman tells reporters in Washington today that the United States must depend on force not diplomacy to keep world peace. But observers at UN headquarters in New York say that comment contradicts the officially pledged views of the Big Three foreign ministers who last week declared themselves in favor of seeking an end to the East-West cold war at the next UN general assembly session in Paris.

Mister Truman, however, promised today that we will not misuse our power and will continue to seek agreements with Russia.

Britain's foreign secretary, Herbert Morrison in Ottawa for the final session today of the North Atlantic council meeting, praises as "extraordinary progress" the steps taken so far to build western defenses. And the twelve nation council issues an Ottawa Declaration which paves the way for revisions of the Italian Peace Treaty and admission of Greece and Turkey to the NATO organization.

The next meeting of the council, says a spokesman at the British foreign office in London will be held in November rather than October 25th so as not to conflict with the British general elections.

Conservative leader Winston Churchill has called his so-called "Shadow Cabinet" into session to plot campaign strategy for those elections.

ATX01 0022034

In Tokyo, UN Supreme Commander General Matthew Ridgway is expected shortly to send his acceptance of the communist proposal for resuming the Korean truce talks.

At the battlefront, Lieutenant General William M. Hoge, Commander of the 9th Corps, says Chinese Communist troop morale is weakening. He reveals that enemy surrenders and desertions are occurring at an unprecedented high rate.

In Washington, the Senate Banking Committee has just voted 9 to 4, a drastic revision of the new economic controls law, giving the administration greater power to hold down prices and profits.

Some other highspots from the President's weekly news conference. Mister Truman defended Democratic National Chairman Bill Boyle again, said he has Boyle's word that he did not take fees for helping people make contacts with government agencies. Helping out-of-town people make those contacts, the President told reporters, is part of the National Chairman's job. On political matters, Mister Truman declared that his political opposition has no issues on which it can attack his administration, that therefore it's using misrepresentation and smear.

Again today, the chief executive declined to say whether or not he'll be a candidate next year.

On the Senate Judiciary committee's refusal to approve his nominations for two Illinois judgeships, nominations opposed by Senator Paul Douglas, Mister Truman said he does not intend to submit new names for Senate approval.

Earlier in a letter to Vice President Barkley, Mister Truman appealed to the Senate to vote higher taxes than the five and a half billion dollar proposal now under debate.

Senate internal security investigators heard former Far Eastern Intelligence Director, Brigadier General Louis J. Fortier, testify that Ambassador at large, Doctor

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, SEPTEMBER 20, 1951

MIDDLE COMMERCIAL

LAING: Friends, taste in anything depends on two things
What goes into it.. and how it's put together.
This is 100% tree of cigarettes, and on these t:
points you can depend on Luckies. You see, in
cigarette, there's no substitute for fine tobac
-- don't let anybody tell you different. And,
LS/MFT -- Lucky Strike means fine tobacco. Whe
more, every Lucky Strike is a perfect cigarette
always uniformly round, firm and fully packed
give you more smoking enjoyment. So next time
buying cigarettes, ask for a carton of Lucky S
You'll discover that Luckies taste better than
other cigarette. Back now to Les Higbie.

RTX01 0022036

HIGBIE

3

9/20/51

Philip Jessup told him in January 1950 that the United States would recognize Red China in about two or three weeks.

At the Pentagon the Army indicates that it will almost certainly have to obtain bonclless or carcass beef for troops of the European command from markets outside the United States. An Army request for bids on 13 million pounds brought offers of only 190 thousand pounds.

Now, here's John Laing.

LAING:

Friends taste in anything depends on two things. What goes into it, and how it's put together. This is 100% true of cigarettes, and on these two points you can depend on Luckies. You see, in a cigarette, there's no substitute for fine tobacco. Don't let anybody tell you different. And, L S M F T, Lucky Strike means fine tobacco. What's more, every Lucky Strike is a perfect cigarette, always uniformly round, firm, and fully packed to give you more smoking enjoyment. So next time you're buying cigarettes ask for a carton of Lucky Strike. You'll discover that Luckies taste better than any other cigarette. Back now to Les Higbie.

HIGBIE:

Music critics beware! In Vienna, 48 members of an opera company are not content to vent their feelings by writing a music critic a scathing letter. They filed a libel suit against him today based on his comment that they sing Rigoletto like a bunch of Doberman Pinschers.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday at this same time by Lucky Strike. Remember friends, you can depend on Luckies for the best tasting cigarette you've ever smoked. Try a carton today.

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ATX01 0022037

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, SEPTEMBER 20, 1951

CLOSING COMMERCIAL

LYING: You've been listening to Les Higbie and the
News ... presented each week day at this same
time by Lucky Strike. Remember, friends, you
can depend on Luckies for the best-tasting
cigarette you've ever smoked. Try a carton today!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Mutual

Friday, September 21, 1951

Network:

Broadcast:

8:55-9:00 AM EDST

(not in New York)

Repeat: 10:55-11:00 AM PDST

2:00-2:05 PM EDST

(WOR)

DATE

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, SEPTEMBER 21, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News
presented by Lucky Strike. If you haven't tried a
Lucky lately, do it today. You'll agree -- Luckies
taste better than any other cigarette. And now,
from the Mutual News Room in New York
Les Higbie

LES HIGBIE

SEPTEMBER 21, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike. If you haven't tried a Lucky lately do it today. You'll agree Luckies taste better than any other cigarette. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Late word from Tokyo.....General Ridgway has a new note ready for the Communist High Command. It will probably be sent today according to reliable sources at his headquarters.

Allied troops on the central Korean front have punched out three big gaps in enemy lines. Seven Soviet built T34 tanks were destroyed by our close support aircraft.

American development of an Atomic Shell has prevented World War Three from breaking out in Europe.

Jouett Shouse, once chairman of the Democratic National Committee, makes that statement to reporters at the White House following a conference with President Truman, but he does not elaborate.

The Pentagon holds out hope for some dependents waiting to join their husbands and fathers in the Far East. Travel of dependents to Japan will be resumed on a limited scale early in November.

Another chapter is unfolding in Washington in that investigation of the American Lithofold Company. Robert J. Blauner, President of the firm says he paid Bill Boyle 500 dollars a month because he expected some things to develop. His company also gave expensive cameras to four Washington figures including Boyle, but only for good will.

ATKO1 0022041

HIGBIE

2

9/20/51

The House Rules Committee has decided to wait until next week to take action on that resolution calling for a widespread investigation of all sports.

In New York, Ford Frick reveals he'll set up shop in Manhattan November 1st, as the new high Czar of Baseball.

Figures just published by the Federal Reserve Board show more money going into savings. Sixty one percent of the American people saved money last year. That compares with only 6 percent in 1949.

Public concern increases in Britain about King George's health. And four doctors who made their third examination of the British monarch in the last 24 hours, reportedly have recommended an operation. It's also reported that Prince Philip and Princess Elizabeth may delay their scheduled departure for Canada and the United States next week.

A Conservative party campaign promise is issued in London. One of Winston Churchill's Shadow Cabinet members says Britain's nationalized steel and road transport industries will be returned to private ownership if the Conservatives win next month's general election.

Eight miles west of Northampton, England this morning, the London-Liverpool express derailed, killing at least 11 persons.

In the lower Gulf of Mexico a tropical storm, with winds up to 60 miles an hour is expected to hit the Mexican coast near Tampico this afternoon.

Three inches of snow has fallen in Denver. Other snow flurries are reported today in several parts of Wyoming.

Further West, forest fires are still plaguing California, Oregon and Washington. One section of the town of Forks, Washington has been destroyed. Fishing boats

ATX01 0022042

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, SEPTEMBER 21, 1951

MIDDLE COMMERCIAL

LAING: Friends, let me ask you a question: "What gives a cigarette better taste?" Think about this, and then see if this answer adds up. Better taste in a cigarette comes from two things -- fine tobacco and superior workmanship. And on these two points Lucky Strike is unexcelled. You know -- IS/MFT -- Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco -- don't let anybody tell you different. On top of this Lucky Strike is the best made cigarette in the world -- always round and firm with no loose ends. Yes, you can depend on Lucky Strike for the best tasting cigarette you've ever smoked. Try a carton today. Back now to Les Higbie.

ATX01 0022043

HIGBIE

3

9/21/51

are standing by at Lapush, on the coast, to evacuate residents if necessary.

Some 800 Red demonstrators clashed with police in Vienna today as they tried to force their way into the Austrian Parliament Building.

Now here's John Laing.

LIANG:

Friends, let me ask you a question. What gives a cigarette better taste? Think about this and then see if this answer adds up. Better taste in a cigarette comes from two things, fine tobacco, and superior workmanship. And on these two points Lucky Strike is unexcelled. You know, L S M F T, Lucky Strike means fine tobacco. And to give a cigarette better taste there's no substitute for fine tobacco. Don't let anybody tell you different. On top of this, Lucky Strike is the best made cigarette in the world, always round and firm, with no loose ends. Yes, you can depend on Lucky Strike for the best tasting cigarette you've ever smoked. Try a carton today.

Back now to Les Higbie.

HIGBIE:

Reports this week of forest fires in California serve to remind us that nine out of ten such fires are caused by adults who failed to observe simple fire prevention rules. When you travel in our forests remember to crush out your cigarettes, break matches in two, and drown camp fires thoroughly.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday at this same time by Lucky Strike. Friends, with the weekend coming up you'll want to be sure of plenty of smoking enjoyment for you and your friends. So stock up on Lucky Strike, the best tasting cigarette you've ever smoked. And now, until Les Higbie returns next Monday, this is John Laing wishing you a pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM

ATXQ1 0022044

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, SEPTEMBER 21, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the News ...
presented each week day at this same time by
Lucky Strike. Friends, with the week-end coming
up you'll want to be sure of plenty of smoking
enjoyment for you and your friends. So stock up
on Lucky Strike -- the best-tasting cigarette you've
ever smoked! And now, until Les Higbie returns
next Monday, this is John Laing, wishing you a
pleasant week-end.

ATK01 0022045

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, September 24, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EDST

(not in New York)

Repeat: 10:55-11:00 AM PDST

2:00-2:05 PM EDST

(WOR)

AS SHOWN

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, SEPTEMBER 24, 1951

OPENING COMMERCIAL

LAING:

It's time for Les Higbie and the News,
presented by Lucky Strike! Friends, have you
tried a Lucky lately? Maybe you've been
missing something, because you can depend
on Lucky Strike for a smother, better-tasting
smoke everytime! And now, from the Mutual
News Room in New York..... Les Higbie...

ATX01 0022047

LES HIGBIE

SEPTEMBER 24, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends, have you tried a Lucky lately? Maybe you've been missing something, because you can depend on Lucky Strike for a smoother, better tasting smoke every time. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

It will be at least Thursday say attending surgeons before they'll know whether Britain's King George will recover. He's in a semi-coma now, under the influence of opiates. The royal family is gathered at Buckingham Palace. More than a thousand anxious Britons wait outside the gates for bulletins on his condition. And it appears that Princess Elizabeth may soon have to take on new responsibilities whether her father recovers or not.

An alarming prediction from British magazine editor Kenneth De Courcey. The man who predicted that first Russian atomic explosion says in London today that the Soviets will explode their first hydrogen bomb in July next year.

In Belgrade, Yugoslavia's Marshal Tito charges that Russian bombers painted with Yugoslav colors and markings are sitting on satellite airfields ready to attack Yugoslavia. "Anyone who thinks," he says, "anyone who thinks he can take us by surprise will make a great mistake."

Five and a half weeks of seesaw fighting in East Korean hills, 8th Army announces today, have resulted in 58-thousand enemy casualties killed or wounded.

Allied infantrymen got some help in their battle for those hills today when the mighty battleship New Jersey turned its 16-inch guns to blasting enemy positions. Says one enthusiastic air observer, "They knocked three feet of real estate off one hill."

ATX01 0022048

HIGBIE

-2-

9/24/51

UN liaison officers meet with their Red counterparts at Pan Mun Jom, below Kaesong again tonight, amid indications that General Ridgway will send his truce negotiators back to Kaesong again only very reluctantly.

Italy's Premier Alcide de Gasperi received a state welcome at Washington's Union Station where he was greeted by President Truman and most of the cabinet. Later de Gasperi told a joint session of Congress that his countrymen will be up front fighting for freedom if war comes again.

New testimony in the Senate influence hearings. James B. E. Olson, fired from his New York Internal Revenue job, tells Senate investigators that the American Lithofold Company paid him \$750 a month for drumming up printing business while he was on the federal payroll.

A former Air Force civilian official says the same company gave him \$3,000 in loans, a camera, a ham, a turkey, a television set, and finally a \$25,000 a year job when he quit his Air Force post.

The Senate Elections Committee has again considered and reached no decision on that resolution looking toward ousting Wisconsin's Joe McCarthy from the Senate. The committee meets again this afternoon.

The Senate is beginning another week of debating the new tax bill as Majority Leader Ernest McFarland now concedes that it may be a little bit after October 1st when Congress adjourns.

In Stockholm a 21-year-old Polish girl who fled to safety from her Red dominated homeland describes conditions there now in these words: "A girl can't go into the streets at night where Russian soldiers are on duty. Murders, robberies and assaults. That's Poland. That's why we left."

ATKO1 0022049

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, SEPTEMBER 24, 1951

MIDDLE COMMERCIAL

LAING:

Friends, better taste in anything depends on two things: What it's made of ... and how it's put together. And on these two points Luckies are unsurpassed. That's why Lucky Strike is a truly better-tasting cigarette. First, Luckies are famous for fine tobacco -- there's just no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. Second, Luckies are made better -- always round and firm with no loose ends. Yes, you can depend on Luckies' fine tobacco and superior workmanship to give ^{you} a better-tasting cigarette. So pick up a carton of Luckies today. Back now to Les Higbie..

ATXO1 0022050

HIGBIE

-3-

9/24/51

In Dallas, Texas FBI agents say another piece of uranium has been found similar to the chunk picked up alongside a road by three young boys.

Now, here's John Laing.

ANNOUNCER:

Friends, better taste in anything depends on two things - what it's made of and how it's put together. And on these two points Luckies are unsurpassed. That's why Lucky Strike is a truly better tasting cigarette. First, Luckies are famous for fine tobacco. There's just no substitute for fine tobacco, don't let anybody tell you different. And - LSMFT - Lucky Strike means fine tobacco. Second, Luckies are made better, always round and firm, with no loose ends. Yes, you can depend on Luckies' fine tobacco and superior workmanship to give you a better tasting cigarette. So pick up a carton of Luckies today.

Back now to Les Higbie.

HIGBIE:

A new appeal to put small coins back into circulation goes out today from the Federal Reserve Bank of New York. Now it's quarters that are scarce. Meanwhile the penny shortage officials say is getting worse. Nickel distribution is only 50% of normal. You can help by breaking open your piggy banks and spending these small coins or changing them into bills.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike, the cigarette you can always depend on for smoother smoking and that rich, true tobacco taste. Pick up a carton of Luckies today.
THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022051

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, SEPTEMBER 24, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and
the News ... presented each week day at this
same time by Lucky Strike ... the cigarette you
can always depend on for smoother smoking and
that rich true tobacco taste. Pick up a carton
of Luckies today!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Tuesday, September 25, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EDT

(not in New York)

Repeat 10:55-11:00 AM PDST

2:00-2:05 PM EDT

(WOR)

AS ORDERED

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, SEPTEMBER 25, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News --
presented by Lucky Strike ... the cigarette
that tastes better than any other cigarette
you've ever smoked! Try a carton of Lucky Strike
today. And now, from the Mutual News Room in
New York ... Les Higbie...

ATK01 0022054

LES HIGBIE

SEPTEMBER 25, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette that tastes better than any other cigarette you've ever smoked. Try a carton of Lucky Strike today. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Three military planes crashed today killing five airmen. Two Canadian jet fighters collided in mid-air and plunged in flames into farm buildings near Chatham, Ontario.

Three U.S. Air Force crewmen on a B-25 were killed when their ship crashed two miles south of Sabina, Ohio, only a few miles from their home base at Wright Patterson Field.

American F-86 sabre jets are adding new laurels to their long list of combat victories over northwest Korea, shooting down five Russian-built Mig 15's in a 35 minute dogfight, the longest jet battle in history.

Two late bulletins from Washington. The Czech Ambassador, Vladimir Prochazka says American reporter Bill Oatis is quite well. He says that negotiations for his release might get somewhere if U.S. economic pressure on Czechoslovakia is lifted.

And on Capitol Hill the Senate Banking Committee has just voted to put back government quotas on livestock slaughtering but to prohibit meat price rollbacks.

Italy's Premier Alcide De Gasperi talked for nearly an hour with President Truman at the White House who told him we will find a way to solve our problems.

ATX01 0022055

9/25/51

In Paris meanwhile, diplomatic informants say that the Big Three - Britain, France and the United States, will announce jointly tomorrow that Italy is no longer subject to her peace treaty limitations because of changing circumstances.

James B. E. Olson, resigned internal revenue official in New York adds new sensations in today's influence hearings in Washington. Olson says the American Lithofold company paid him five thousand, eight hundred fifty one dollars. He admits he used his influence to get printing business for the company.

Committee member, Senator Richard Nixon says meanwhile that he hears that both Democratic and Republican National chairmen, Bill Boyle and Guy Gabrielson, are planning to resign.

Senate Internal Security investigators hear this testimony from Northwestern University professor Kenneth Colegrove. A State Department round table discussion in 1949 on China policy, he says, was dominated by pro-Red elements.

A member of the Duke of Windsor's staff says the Duke's ex-ray examination in London today is only a routine check-up nothing to worry about.

A London medical expert commenting on the condition of King George says, he's not yet out of the woods, but I should say the latest bulletin is optimistic.

Britain's Prime Minister Attlee has called a special meeting of his cabinet to consider the sudden Iranian expulsion order issued in Teheran for 350 British oil technicians at the Abadan refinery.

Ten British warships are within 50 miles of Abadan. A brigade of paratroopers

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, SEPTEMBER 25, 1951

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better than any other cigarette, and here's why. Taste in anything depends on two things -- what it's made of ... how it's put together. And in cigarettes you must start with fine tobacco. That's right -- there's no substitute for fine tobacco - don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. In addition, Luckies are made better -- you can depend on that! They're always round and firm with no loose ends -- packed just right to give you complete smoking enjoyment. Yes, Luckies' fine tobacco and superior workmanship make Luckies taste better than any other cigarette! Try a carton -- today. Back now to Les Higbie...

ATX01 0022057

HIGBIE

-3-

9/25/51

is only a few hours distant, and British warplanes are based in neighboring Iraq.

Price Enforcement agents swarmed into more than 50 cities before dawn, beginning day-long inspections of hundreds of slaughter houses. They're looking for illegal buying and selling of beef in this country.

Senate debate on the tax bill grinds on. Today's highlight: a demand by Senator O'Mahoney for higher excess profits levies.

Now here's John Laing.

ANNOUNCER:

Friends Luckies taste better than any other cigarette and here's why. Taste in anything depends on two things - what it's made of - how it's put together. And in cigarettes you must start with fine tobacco. That's right, there's no substitute for fine tobacco - don't let anybody tell you different. And L S M F T - Lucky Strike Means Fine Tobacco. In addition, Luckies are made better, you can depend on that. They're always round and firm, with no loose ends - packed just right to give you complete smoking enjoyment. Yes, Luckies fine tobacco and superior workmanship make Luckies taste better than any other cigarette. Try a carton today. Back now to Les Higbie.

HIGBIE:

Women laundry workers in Bloomington, Indiana screamed today when they opened laundry bags from an exhibit at the State Fair. In one they found five live garter snakes. It turned out to be a mistake, of course, but the laundry manager grumbled nonetheless. It's hard enough to keep help nowadays, he complains, without asking them to bathe snakes.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike. Remember friends you can depend on Luckies fine tobacco

ATX01 0022058

HIGBIE

-4-

9/25/51

and superior workmanship to make Luckies taste better than any other cigarette.

Get a carton today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022059

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, SEPTEMBER 25, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
News ... presented each week day at this same
time by Lucky Strike. Remember, friends, you
can depend on Luckies' fine tobacco and superior
workmanship to make Luckies taste better than any
other cigarette! Get a carton today!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, September 26, 1951

Network: Eutaw

Broadcast: 8:55-9:00 AM EDST
(not in New York)

Repeat 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

AS PRESENT

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, SEPTEMBER 26, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
presented by Lucky Strike, the cigarette
that's always smooth, mellow -- better
tasting by far! Try a carton of Luckies,
today. And now, from the Mutual News Room in
New York ... Les Higbie...

ATX01 0022062

LES HIGBIE

SEPTEMBER 26, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette that's always smooth, mellow, better tasting by far. Try a carton of Luckies today. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

A goodwill trip to Canada and the United States by Princess Elizabeth and the Duke of Edinburgh has been postponed, at least two weeks. That announcement comes from Ottawa and London.

British hopes are rising that King George will recover from his delicate lung operation. The latest medical bulletin from Buckingham Palace reports uninterrupted progress and no complications, but says there'll be a period of some anxiety for another week or ten days.

Latest move in the worsening Anglo-Iranian oil crisis: a joint appeal from Britain and Iran to President Truman and Secretary of State Acheson to use American "good offices" in an effort to find a solution to the problem.

A new Russian built jet fighter, the MIG-19, may be taking part in the current splurge of enemy air activity over northwest Korea. America's leading air ace, Colonel Francis S. Gabreski drops a hint to that effect at Fifth Air Force headquarters.

Results of history's greatest jet battle today: fourteen MIGs damaged, two of them probably destroyed.

Pentagon briefing officers, meantime, describe the last five weeks of ground fighting around Heartbreak Ridge as the heaviest of the war, and the rough terrain and stubborn enemy resistance makes the fighting the equal, they say, of last year's big

RTX01 0022063

9/26/51

Communist offensive.

No word from General Ridgway's headquarters in Tokyo yet on the Communist proposal for another meeting of Allied and Red liaison officers tonight.

In Washington, another round of testimony in the Senate influence hearings, this time from Max Siskind, former law partner of Democratic National Chairman Bill Boyle. He did nothing to obtain a \$565,000 federal loan for the American Lithofold Company, says Siskind, and never tried to get government contracts for that company.

At the Capitol, the Senate has turned down 54 to 33 an amendment to the tax bill by Senator Herbert Lehman of New York, an amendment which would have made the recommended higher tax bite on corporations retroactive to last January 1st, rather than April 1st as recommended by the Senate Finance Committee.

Britain, France and the United States issued that formal declaration today, announcing Big Three readiness to lift peace treaty limitations on Italy's military forces. The joint proclamation, released in Washington on the last day of Premier Alcide de Gasperi's visit, also confirms Big Three determination to make every effort, despite Russian opposition, to secure Italy's membership in the United Nations.

Dun & Bradstreet's latest wholesale food price index is published today in New York. It shows an increase for the first time in seven weeks.

A strike by 13,000 office and production workers at the Woodridge, New Jersey plant of the Wright Corporation has stopped production on the Sapphire J-65, most powerful jet engine in the world.

For tonight's featherweight title fight in New York, Sandy Saddler, the champ, weighs in at 125½; Willie Pep, the challenger, at 125.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, SEPTEMBER 26, 1951

MIDDLE COMMERCIAL

LAING: Friends, your enjoyment of a cigarette depends on the way it tastes. And taste in a cigarette, like in anything else, depends on two things -- what it's made -- how it's made. Well, Lucky Strike is famous for fine tobacco. Yes, LS/MFT -- Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco -- don't let anybody tell you different. What's more, Luckies are the best made cigarette in the world. Always round and firm -- always fully packed and easy on the draw. So remember, you can depend on Luckies' fine tobacco and superior workmanship to make Luckies taste better than any other cigarette! Try a carton today. Back now to Les Higbie.

HIGBIE

3

9/26/51

Now here's John Laing.

ANNOUNCER:

Friends, your enjoyment of a cigarette depends on the way it tastes, and taste in a cigarette, like in anything else, depends on two things: what it's made of; how it's made. Well, Lucky Strike is famous for fine tobacco. Yes, L-S-M-F-T. Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco. Don't let anybody tell you different. What's more, Luckies are the best made cigarette in the world, always round and firm, always fully packed and easy on the draw. So remember, you can depend on Luckies' fine tobacco and superior workmanship to make Luckies taste better than any other cigarette. Try a carton today.

Back now to Les Higbie.

HIGBIE:

At this very moment, a forest fire is raging because someone tossed away a lighted cigarette, left burning embers in a campfire, or was careless with matches. Each year, forest fires ravage millions of acres of timberland, destroy homes, take lives. And the tragedy is this: 90% of forest fires are caused by carelessness. Remember, only you can prevent forest fires.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike. Friends, if you haven't tried a Lucky lately, do it soon. You'll agree with the millions who know, Luckies taste better than any other cigarette.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022066

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, SEPTEMBER 26, 1951

CLOSING COMMERCIAL

LAING: -' You've been listening to Les Higbie and the
News ... presented each week day at this same
time by Lucky Strike. Friends, if you haven't
tried a Lucky lately, do it soon. You'll agree
with the millions who know -- Luckies taste better
than any other cigarette!

ATX01 0022067

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, September 27, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EDST
(not in New York)
Repeat 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

AP 10/1/51
WB 10/1/51

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, SEPTEMBER 27, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
presented by Lucky Strike ... the cigarette of
fine tobacco ... the cigarette that tastes better
than any other. Try a carton -- today. And now,
from the Mutual News Room in New York ...
Les Higbie....

ATX01 0022069

LES HIGBIE

SEPTEMBER 27, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike, the cigarette of fine tobacco, the cigarette that tastes better than any other. Try a carton today. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

A series of rapid-fire moves in the tense Anglo-Iranian oil crisis today.

In Washington, the State Department sends an urgent appeal to Iran to call off its expulsion order for those British oil technicians.

President Truman sends a message on the explosive situation to Prime Minister Attlee for discussion at an extraordinary British Cabinet meeting in London, a meeting which may have decided whether or not Britain will use force.

Iranian Premier Mossadegh, addressing a mob in Tehran, amid shouts of death to the British, weeps and faints.

Princess Elizabeth and the Duke of Edinburgh will make their trip to Canada and the United States, beginning October 7th, over the same route and on the same time schedule, one week late. This announcement in London and Ottawa follows the most optimistic bulletin yet issued on the condition of King George.

A bulletin from Tokyo....An American Air Force transport plane has crashed thirty five miles west of Tokyo. At least five men were killed.

There's still no reply from the Communist high command to General Ridgway's call for a resumption of the Korean truce talks at the tiny no-man's land village of Songhyn, eight miles southeast of Kaesong.

In the fighting, big air battles continue over northwest Korea, and hundreds of

AIK01 0022070

HIGBIE:

2

9/27/51

UN planes are in action against enemy troops and equipment heading for the front lines.

In Washington, an overwhelming vote in the Senate today on an important amendment to the tax bill. The Senate decides to levy income taxes on expense allowances for the President, the Vice President, and members of Congress.

President Truman sends a special message to Congress asking legislation to force all employees of the federal government making ten thousand dollars a year or more to submit public declarations each year on the income, gifts, and loans they receive over and above their regular government pay. He would include members of Congress, judges, and the top officers of the major political parties.

Democratic National Chairman Bill Boyle is the climax witness in the Senate influence hearings. Boyle says the charges that he received fifteen hundred dollars in fees from the American Lithofold Company are false. Boyle admits he accepted eight law cases involving government agencies while he was acting chairman-of-the Democratic National Committee.

Committee member John McClellan of Arkansas tells Boyle he is lying, or has been slandered.

Also in Washington, the White House announces the suspension of James G. Smyth as collector of Internal Revenue in San Francisco.

Senator Joe McCarthy hands a Senate Foreign Relations Sub-Committee a long list of letters, checks, and other documents to support his campaign against confirmation of Doctor Philip Jessup as a UN delegate.

Some quick headline notes.....

Warren Giles accepts the Presidency of the National League.

ATK01 0022071

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, SEPTEMBER 27, 1951

MIDDLE COMMERCIAL

LAING: Friends, taste in anything depends on two things. What goes into it.. and how it's put together. This is 100% true of cigarettes, and on these two points you can depend on Luckies. You see, in a cigarette, there's no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. What's more, every Lucky Strike is a perfect cigarette -- always uniformly round, firm and fully packed to give you more smoking enjoyment. So next time you're buying cigarettes ask for a carton of Lucky Strike. You'll discover that Luckies taste better than any other cigarette. Back now to Les Higbie.

RTX01 0022072

HIGBIE:

3

9/27/51

Italian Premier de Gasperi heads for home, as Belgrade dispatches report Big 3 agreement on splitting Trieste between Italy and Yugoslavia.

In Athens, Field Marshal Papagos rejects an offer to be Premier of coalition Greek Cabinet.

Autumn cold wave moves east after punching U.S. midwest with tornadoes, rain, and snow, killing at least 11 persons.

Now, here's John Laing.

LAING:

Friends, taste in anything depends on two things, what goes into it, and how it's put together. This is 100% true of cigarettes, and on these two points you can depend on Luckies. You see, in a cigarette there's no substitute for fine tobacco, don't let anybody tell you different, and L S M F T, Lucky Strike means fine tobacco. What's more, every Lucky Strike is a perfect cigarette, always uniformly round, firm, and fully packed to give you more smoking enjoyment. So next time you're buying cigarettes ask for a carton of Lucky Strike. You'll discover that Luckies taste better than any other cigarette. Back now to Les Higbie.

HIGBIE:

Here's a switch that may bring a protest from professional clam-eaters. A serious shortage of clams in the Pacific northwest has forced officials of the 1951 Pacific International Freestyle Amateur Clam-Eating Contest in Seattle to make a substitution on the menu. Contestants this year will eat Chop Suey.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike. Remember friends, you can depend on Luckies for the best tasting cigarette you've ever smoked. Try a carton today.

THIS IS THE MUTUAL BROADCASTING SYSTEM

ATX01 0022073

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, SEPTEMBER 27, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
 News ... presented each week-day at this same
 time by Lucky Strike. Remember, friends, you
 can depend on Luckies for the best-tasting
 cigarette you've ever smoked. Try a carton today!

RTX01 0022074

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, September 28, 1951

Network: Mutual

Broadcast: 9:55-9:00 AM EDST
(Not in New York)

Repeat 10:55-11:00 AM PDST
2:00-2:05 PM EDST
(WOR)

AS PROPOSED

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing billboard and brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, SEPTEMBER 28, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News
 presented by Lucky Strike. If you haven't tried a
 Lucky lately, do it today. You'll agree -- Luckies
 taste better than any other cigarette. And now,
 from the Mutual News Room in New York
 Les Higbie

ATK01 0022076

LES HIGBIE

SEPTEMBER 28, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. If you haven't tried a Lucky lately, do it today. You'll agree Luckies taste better than any other cigarette. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Latest word on the Argentine revolution - it was led by two retired generals. Reports from Montevideo, capital of neighboring Uruguay, say the rebels are demanding that President Peron resign, but the Peron controlled Argentine radio claims the rebellion has been put down. Washington observers say it may be the real thing or it may be a staged affair to build support for Peron in his forthcoming election campaign.

The powder keg tension continues in Iran. Britain's Ambassador to Teheran after an interview with the Shah says he expects no change in the expulsion order.

A more optimistic view in New York from the recently retired U.S. Ambassador Henry F. Grady. A just and amicable settlement, he thinks, will be worked out soon.

New developments in the crisis are under discussion in Washington between British Ambassador Sir Oliver Franks and the State Department.

Senator William Benton kicked off his campaign to kick Joe McCarthy out of the Senate as the election sub-committee at the capital opened its doors to the public for the hearings on the Benton resolution. The Connecticut lawmaker handed the committee ten case studies which he said support general charges of perjury and deception of the Senate and of the American people against the controversial Wisconsin Senator.

ATX01 0022077

HIGBIE

-2-

9/28/51

A standing vote of the Senate has just defeated a proposal to levy a federal tax on pari-mutuel betting at race tracks which are licensed by the states.

Canada's Prime Minister Louis St. Laurent, told President Truman at the White House today that his government will build the St. Lawrence Seaway Project. Mr. Truman says he'll support the offer if a joint U.S.-Canadian development plan is not soon approved by Congress.

That six billion dollar military construction bill was signed into law by the President today. It includes money for secret American air bases in several parts of the world.

The Pentagon issues a new estimate of enemy casualties in Korea - one million, three hundred twenty-five thousand battle and non-battle casualties and captured since the war began.

The nation's top active military strategist, General Omar Bradley, and the State Department's expert on Russia, Chip Bohlen, are conferring with U.N. Supreme Commander General Ridgway in Tokyo as the Reds launch heavy ground attacks in Korea and show no disposition to accept Ridgway's proposal to move the truce talks to Songhyon.

Headline names today: Army Secretary Frank Pace rules that those 90 expelled West Point cadets are eligible to re-enter the Academy if they receive new appointments.

Franchot Tone and Barbara Payton announced in Minneapolis they'll be married as soon as possible.

National League President Ford Frick slaps heavy fines on Roy Campanella, Preacher Roe and Jackie Robinson for, quote, "the scenes they put on in the runway of Braves Field at Boston after yesterday's game."

ATX01 0022078

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, SEPTEMBER 28, 1951

MIDDLE COMMERCIAL

LAING: Friends, let me ask you a question: "What gives a cigarette better taste?" Think about this, and then see if this answer adds up. Better taste in a cigarette comes from two things -- fine tobacco and superior workmanship. And on these two points Lucky Strike is unexcelled. You know -- LS/MFT -- Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco -- don't let anybody tell you different. On top of this Lucky Strike is the best made cigarette in the world -- always round and firm with no loose ends. Yes, you can depend on Lucky Strike for the best tasting cigarette you've ever smoked. Try a carton today. Back now to Les Higbie.

ATX01 0022078

HIGBIE

-3-

9/28/51

Winston Churchill in London issues a 2500 word Conservative Party manifesto for the October 25th general election.

Now, here's John Laing.

LAING:

Friends, let me ask you a question. What gives a cigarette better taste? Think about this and then see if this answer adds up. Better taste in a cigarette comes from two things: fine tobacco and superior workmanship. And on these two points Lucky Strike is unexcelled. You know LSMFT - Lucky Strike Means Fine Tobacco - and to give a cigarette better taste there's no substitute for fine tobacco. Don't let anybody tell you different. On top of this, Lucky Strike is the best made cigarette in the world. Always round and firm, with no loose ends. Yes, you can depend on Lucky Strike for the best tasting cigarette you've ever smoked. Try a carton today. Back now, to Les Higbie.

HIGBIE:

Reports this week of forest fires in California serve to remind us that nine out of ten such fires are caused by adults who fail to observe simple fire prevention rules. When you travel in our forests remember to crush out your cigarettes, break matches in two, and drown campfires thoroughly.

LAING:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike. Friends, with the weekend coming up you'll want to be sure of plenty of smoking enjoyment for you and your friends. So stock up on Lucky Strike, the best tasting cigarette you've ever smoked.

And now, until Les Higbie returns next Monday, this is John Laing wishing you a pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATXO1 0022080

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, SEPTEMBER 28, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the News ...
presented each week day at this same time by
Lucky Strike. Friends, with the week-end coming
up you'll want to be sure of plenty of smoking
enjoyment for you and your friends. So stock up
on Lucky Strike -- the best tasting cigarette you've
ever smoked! And now, until Les Higbie returns
next Monday, this is John Laing, wishing you a
pleasant week-end.

ATX01 0022081